



# PlastForum

## Media Information 2024

Part of Nordiske Fagmedier

[www.plastforum.no](http://www.plastforum.no)

## ABOUT NORDISKE FAGMEDIER AS

In January 2020, the Norwegian part of Nordiske Medier merged with Egmont-owned Fagmedia - and formed the company Nordiske Fagmedier AS.

Nordiske Fagmedier AS publishes the following media:

### Print:

Fagbladene Maskinregisteret, TransportMagasinet, AnleggsMagasinet and Bruktnytt.

### Digitally:

[www.metalsupply.no](http://www.metalsupply.no), [www.plastforum.no](http://www.plastforum.no), [www.tungt.no](http://www.tungt.no), [www.maskinregisteret.no](http://www.maskinregisteret.no) and [www.mascus.no](http://www.mascus.no)

After the merger, the Norwegian company has 18 employees and a turnover of just over NOK 30 million. Owners are Egmont Publishing as (75%) and Nordiske Medier A/S (25%).

Our members and advertisers have a unique opportunity to get in touch with key people through the newsletters and portals.

Read more about [www.nordiskemedier.dk](http://www.nordiskemedier.dk)

Read more about [www.storyhouseegmont.no](http://www.storyhouseegmont.no)

 Nordiske Fagmedier

**story**  
**house**  
EGMONT

## FACTS PLASTFORUM

PlastForum NO is a commercial industry network where suppliers, subcontractors and purchasing companies in the plastics industry can easily contact each other. They can find information about each other, buy/sell new and used products and machines for each other, insert job postings and much more.

In addition to this, PlastForum NO offers a unique opportunity to keep up to date with the industry through our daily newsletter.

PlastForum NO aims to be the pivotal point of the plastics industry in terms of effective contact and information sharing.

## TARGET

Users of PlastForum

Managers, decision makers and suppliers in the plastic, composite and rubber processing industry. Industrial designers, engineering environments, suppliers to the offshore industry, the aquaculture industry, the building and construction sector. Technical agencies in Norwegian municipalities and research institutions.

PlastForum meets the decision-makers in the companies every day. Directors, the sales/marketing function as well as purchasing and production accounts for more than 80% of readers.

PlastForum uses so-called permission marketing, which is extremely effective in digital marketing.

### Editorial content

- ✓ PlastForum in the value chain
- ✓ News in the industry
- ✓ New projects
- ✓ B2B
- ✓ New technology
- ✓ Composite and rubber hoses
- ✓ Sustainability and recycling
- ✓ Innovation and research
- ✓ Raw materials and energy prices
- ✓ Text, photo and live pictures/video

The distribution of readers of the newsletter: Plastic manufacturers, raw materials, semi-finished products, packaging, machinery. Suppliers, subcontractors, machinery labor industry. Advisors, consultants, architects and educational institutions.



## MEMBERSHIP - PLASTFORUM

# Effective and targeted marketing

### MEMBERSHIP

A membership at PlastForum means greater digital visibility for your company and makes it easier for potential customers to find you.

NOK 11.800/year

You get your own profile where you can:

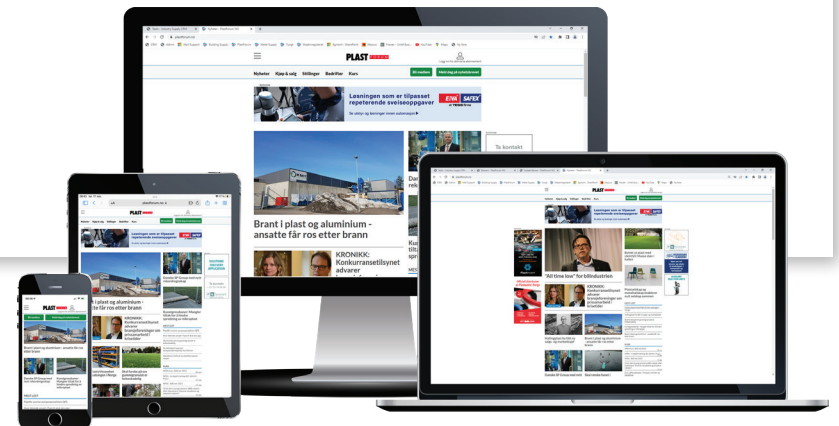
- ✓ Write your own news articles
- ✓ Post ads with pictures/video on purchases and sales, positions, courses, companies, fairs
- ✓ Publish an unlimited number of sales ads
- ✓ Advertise on plastforum.no at member price
- ✓ Exclusive member content that you won't find anywhere else
- ✓ Possibility for readers to find products/services that members have posted

### MEMBERSHIP+

With membership+, you get help with publishing, use the marketing tool and become more visible in the industry.

NOK 19.800/year

- ✓ With a membership+ you get help to get started
- ✓ You get help to create and publish sales advertisements for your products and share the news on our media
- ✓ Access to all the benefits of a membership



Top banner full size



Type: W: 1800 px x H: 450 px  
Mobil: W: 468 px x H: 300 px  
Size: max. 250 kB  
Price: ..... NOK 13.500

Side banner



Side banner\*  
Type: W: 200 px x H: 175 px  
Size: max. 90 kB  
Price: ..... NOK 2.000

Campaign banner



Campaign banner 1 and 2  
Type: W: 300 px x H: 250 px  
Mobil: W: 300 px x H: 250 px  
Size: max. 70 kB  
Price pos. 1: ..... NOK 5.500  
Price pos. 2: ..... NOK 4.900

Giga banner



Giga banner 1 and 2  
Type: W: 980 px x H: 250 px  
Mobil: W: 468 px x H: 300 px  
Size: max. 150 kB  
Price pos. 1: ..... NOK 9.000  
Price pos. 2: ..... NOK 4.900

Top banner



Type: W: 980 px x H: 150 px  
Mobil: W: 468 px x H: 300 px  
Size: max. 90 kB  
Price: ..... NOK 9.000

Sticky banner



Sticky banner\*  
Type: W: 240 px x H: 400 px  
Size: max. 90 kB  
Price: ..... NOK 6.500

Billboard



Type: W: 980 px x H: 300 px  
Mobil: W: 468 px x H: 300 px  
Size: max. 150 kB  
Price: ..... NOK 11.500

Corner banner



Corner banner\*  
Type: W: 200 px x H: 300 px  
Size: max. 90 kB  
Price: ..... NOK 4.500

## ADVERTISING

Banners rotate on page change.

Banners are delivered in either jpg, png, gif, script or HTML5, as well as the option of a video banner.

Prices per monthly for members.

\* Sticky banner, corner banner and side banner are only displayed on desktop.

## ADVERTISING ON ARTICLE PAGE

Article banner



Type: W: 660 px x H: 200 px  
Size: max. 100 kB  
Price:.....NOK 6.000

Title banner



Type: W: 300 px x H: 60 px  
Size: max 20 kB  
Price:.....NOK 9.500

Inread banner



Type: W: 300 px x H: 250 px  
Size: max 20 kB  
Price:.....NOK 5.500

## ADVERTORIALS

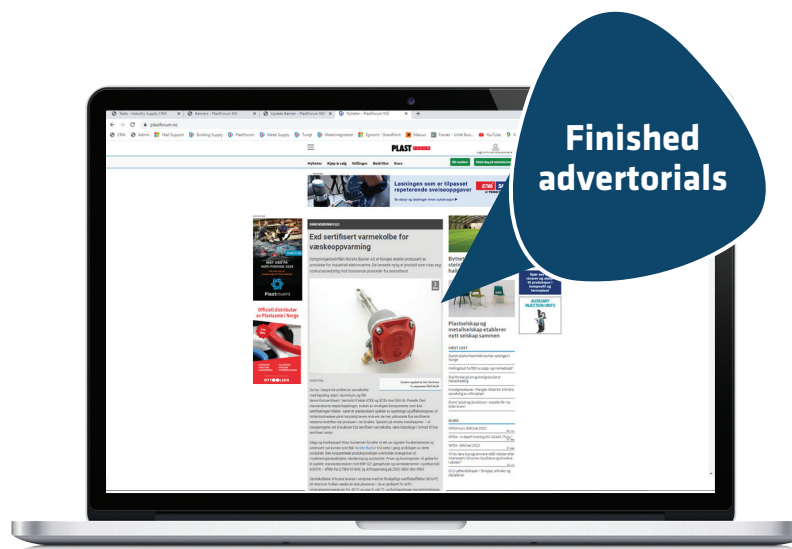
Tell your story and get it read by the right target group.

Advertised article on the news page.  
Write your own content.

The advertorial is out for a week, Monday to Sunday.  
Placement in the newsletter among other articles.

Possibility of professional help to write the article.  
Contact us for more info.

Price per week: **NOK 5.000,- +**  
**possibly help with editorial text**



## PROMOTIONAL PACKAGES

### Option 1: NOK 19.990

1 month sticky banner  
1 month campaign banner  
2 months side banner  
6 top ads in the newsletter  
6 mid ads in the newsletter  
6 bottom ads in the newsletter

### Option 2: NOK 39.990

6 months top banner full size  
10 mid ads in the newsletter  
10 bottom ads in the newsletter

## ADVERT - NEWSLETTER

All our media have a newsletter with industry-specific news. The newsletters all have a large, loyal group of recipients and we have a constant access of new recipients.

Recipient of the newsletter  
Plastic Forum: 2.091  
Release: Tuesday and Thursday.

Specifications for advertisements in the newsletter:  
The ads are static.  
File format jpg, gif or png.  
Finished file is a maximum of 50 kB.

Prices are for members.

### NEWSLETTER



#### Streamer

Type: W: 820 x H: 28 px  
Jpg, gif or png – max. 50 kB.  
Price per week:..... NOK 4.000

#### Advert full size

Type: W: 820 x H: 200 px  
Jpg, gif or png – max. 50 kB.  
Price per week:..... NOK 4.000



#### Top advert

Type: W: 400 x H: 200 px  
Jpg, gif or png – max. 50 kB.  
Price per release:..... NOK 2.000



#### Mid advert

Type: W: 400 x H: 200 px  
Jpg, gif or png – max. 50 kB.  
Price per release:..... NOK 1.500



#### Bottom advert

Type: W: 400 x H: 200 px  
Jpg, gif or png – max. 50 kB.  
Price per release:..... NOK 1.000

# Nordiske Fagmedier's digital media consists of:

 **METAL SUPPLY**

**PLASTFORUM**

 **tungt**

**MR** MASKINREGISTERET

RITCHIE BROS.  
**MASCUS**

 **Nordiske Fagmedier**

## CONTACT INFORMATION

**Support business members**

**Support bannere**

Camilla Elvenes

+47 976 99 048

[support.nordiskefagmedier@egmont.com](mailto:support.nordiskefagmedier@egmont.com)

**Address:**

Nordiske Fagmedier AS

Nydalsveien 12

Postbox 24 Nydalen, N-0412 Oslo

CVR: 824 562 342

[www.plastforum.no](http://www.plastforum.no)