



# Maskinregisteret

## Media Information 2025

Part of Nordiske Medier

**MR** MASKINREGISTERET

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



## ABOUT NORDISKE MEDIER AS

Nordiske Medier is Scandinavia's largest media business within professional media with more than 50 regular titles in Denmark, Sweden and Norway - both print and digital.

**Nordiske Medier AS publishes the following media:**

**Print:**

Fagbladene Maskinregisteret, Transportmagasinet og Anleggsmagasinet.

**Digitally:**

www.metalsupply.no, www.plastforum.no, www.tungt.no, www.maskinregisteret.no og www.mascus.no

The Norwegian company has 18 employees and turnover in excess of NOK 30 million.

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)



## FACTS MR MASKINREGISTERET

### Target group

Maskinregisteret is Norway's largest contact for machinery and equipment within the workshop and industrial sector.

With advertisements in Maskinregisteret, you reach the most within this target group.

## MEMBERSHIP - MASKINREGISTERET

# Effective and targeted marketing

### MEMBERSHIP

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

NOK 13.800/year

You get your own profile where you can:

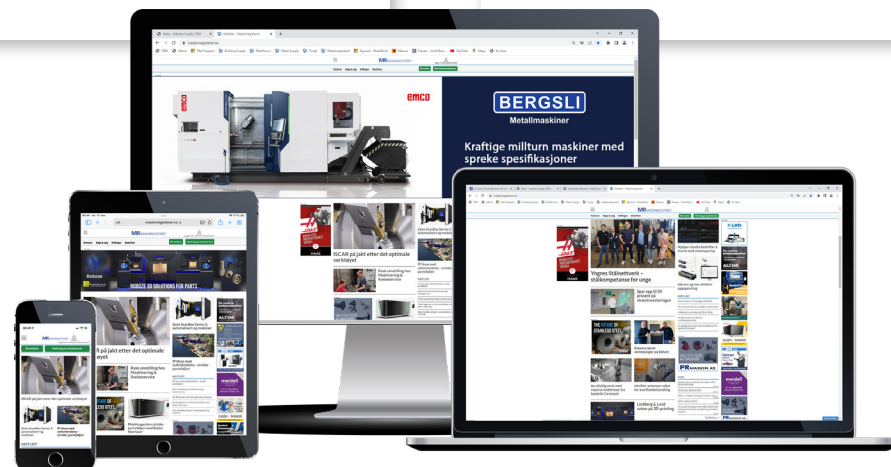
- ✓ Write your own news articles
- ✓ Post ads with pictures/video on purchases and sales, positions, courses, companies, fairs
- ✓ Publish an unlimited number of sales ads

### MEMBERSHIP+

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

NOK 21.800/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 15.500

Side banner



Side banner\*  
Type: W: 200 px x H: 175 px  
Size: max. 90 kB  
Price: ..... NOK 1.700

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. 90 kB  
Price pos. 1: ..... NOK 6.500  
Price pos. 2: ..... NOK 5.000

Gigabanner



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 5.000

Top banner



Type: W: 980 px x H: 150 px  
Mobil: W: 468 px x H: 300 px  
Size: max. 250 kB  
Price: .....NOK 11.500

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 13.500

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.

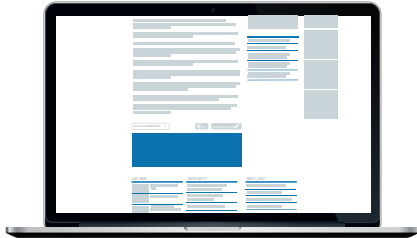
Banners are delivered in either jpg, png, gif, script or HTML5, as well as the option of a video banner.

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. 90 kB  
Price: .....NOK 6.000

Title banner



Type: W: 300 px x H: 60 px  
Size: max 90 kB  
Price: .....NOK 9.500

Inread banner



Type: W: 300 px x H: 250 px  
Size: max 90 kB  
Price: .....NOK 5.500

## CONTENT MARKETING

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.

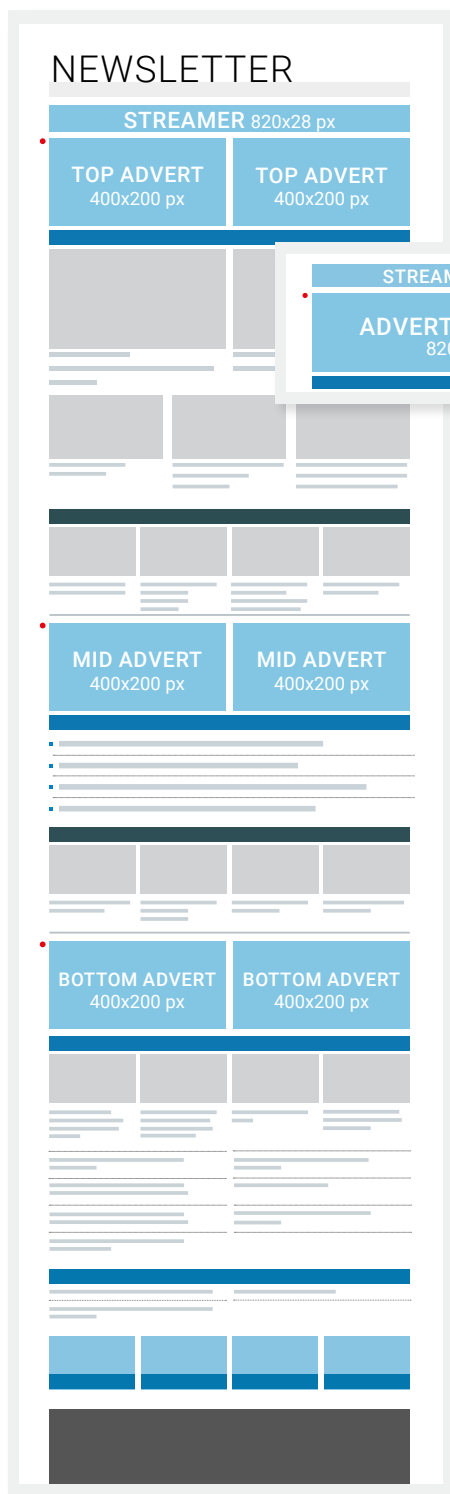
Price per week: **NOK 5.000 +**  
**possibly help with editorial text**



# ADVERT - NEWSLETTER

Maskinregisteret sends out a newsletter every 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.



### 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 Medier consists of:

METAL SUPPLY

PLASTFORUM

 **tungt**

**MR** MASKINREGISTERET

RITCHIE BROS.  
**MASCUS**

 Nordiske Medier

## CONTACT INFORMATION

### Advertising/Membership

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#### Erik Rusten

Sales Director, +47 90 98 45 16  
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### Support business members

#### Support bannere

#### Camilla Elvenes

+47 976 99 048  
[support@nordiskemedier.no](mailto:support@nordiskemedier.no)

### Material for advertising can be sent to:

[materielle@nordiskemedier.no](mailto:materiell@nordiskemedier.no)

### Address:

Nordiske Medier AS  
Nydalsveien 12  
Postbox 24 Nydalen, N-0412 Oslo  
CVR: 824 562 342

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