



PlastForum

Media Information 2024

Part of Nordiske Medier

www.plastforum.no

OM NORDISKE MEDIER AS

Nordiske Medier er Skandinavias største mediebedrift innenfor fagmedier med mer enn 50 faste titler i Danmark, Sverige og Norge – både print og digitalt.

Nordiske Medier AS utgir følgende medier:

Print:
Fagbladene Maskinregisteret, Transportmagasinet og Anleggsmagasinet.

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

Det norske selskapet har 18 medarbeidere og omsetter for i overkant av 30 millioner NOK.

Våre medlemmer og annonsører har en unik mulighet til å komme i kontakt med nøkkelpersoner via nyhetsbrevene og portalene.

Les mer om www.nordiskemedier.dk



Nordiske Medier

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.

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 13.800/year

You get your own profile where you can:

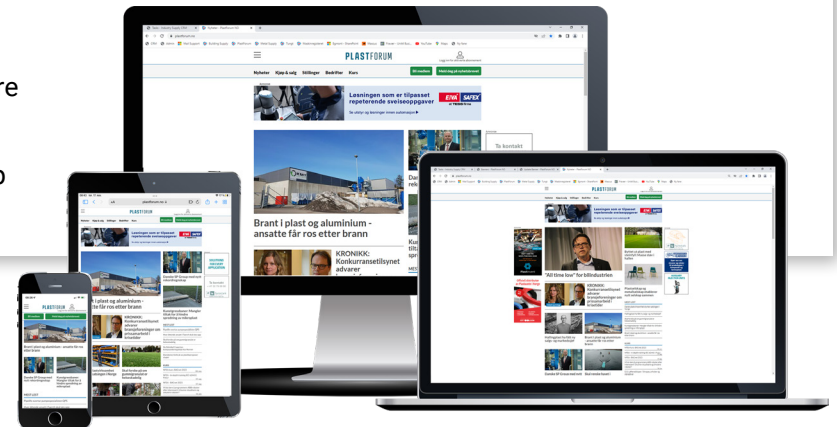
- ✓ Write your own news articles
- ✓ Post ads with pictures/video on purchases and sales, positions, courses, companies, fairs
- ✓ Publish an unlimited number of sales ads
- ✓ Advertise on plastforum.no at member price
- ✓ Exclusive member content that you won't find anywhere else
- ✓ Possibility for 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 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 13.500

Side banner



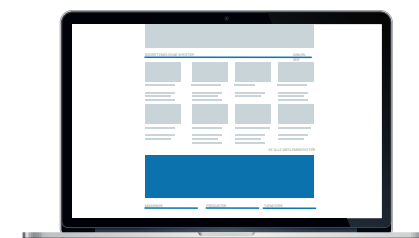
Side banner*
Type: W: 200 px x H: 175 px
Size: max. 90 kB
Price: NOK 2.000

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.

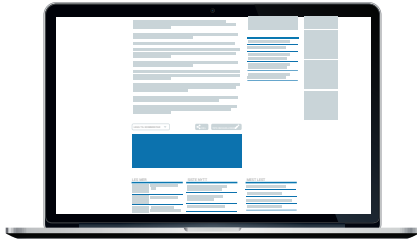
Banners are delivered in either jpg, png, gif, script or HTML5, as well as the option of a video banner.

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

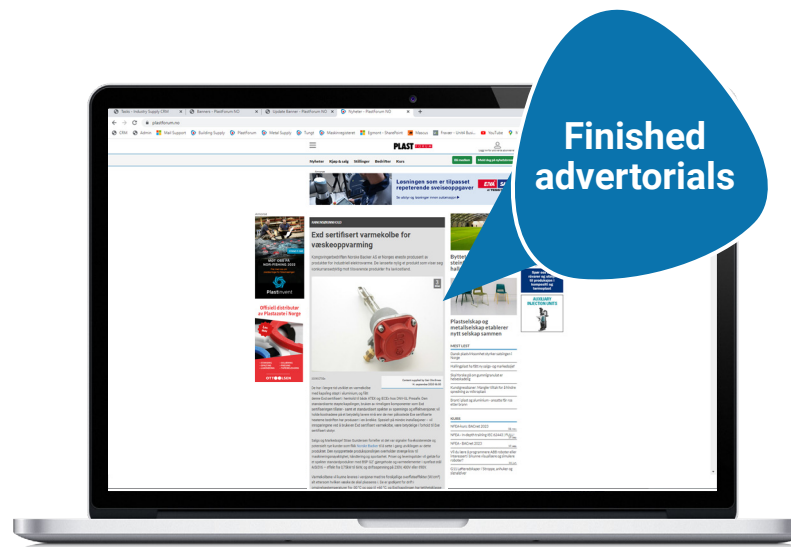
Tell your story and get it read by the right target group.

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: 2.135
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 Medier's digital media consists of:

 **METAL SUPPLY**  **PLASTFORUM**

 **tungt**  **MR** MASKINREGISTERET  **RITCHIE BROS.**
MASCUS

 Nordiske Medier

CONTACT INFORMATION

Support business members

Support bannere

Camilla Elvenes

+47 976 99 048

support@nordiskemedier.no

Address:

Nordiske Medier AS

Nydalsveien 12

Postbox 24 Nydalen, N-0412 Oslo

CVR: 824 562 342

www.plastforum.no