

# Media Information 2020

#### OUR MEDIA IN NORWAY INCLUDE:



## ABOUT NORDISKE MEDIER

Nordiske Medier is the Nordic region's largest professional media company. Our professional media covers Nordic working life with constructive, credible and independent news. Always focused on inspiring the businesses we write about and for. Always focusing on being a focal point for the industries we cover. Both for our readers and advertisers.

Unlike many other media, Nordiske Medier writes about both large and small businesses. Our media cover the overall technological and economic conditions that are important for working life. In addition, there is not least news about colleagues, customers and suppliers in the industry.

The company covers Nordic business with constructive, credible and independent news, with a particular focus on being close to the industries we are dealing with.

Nordiske Medier has 210 employees based in Aalborg, Copenhagen, Helsingborg, Gothenburg, Stockholm and Oslo, with a total turnover of more than NOK 200 million.

Owned by the 4th largest Media House in Denmark, - Nordjyske Medier. 18 news portals in Denmark, 8 in Sweden and 3 in Norway (metalsupply.no - buildingsupply.no

- plastforum.no). All portals cover B2B within the industry. We send daily newsletters to over 500,000 key people. Our members and advertisers have a unique opportunity to connect with them via newsletters and portals. Characteristics of newsletters and portals are that the content is 100% relevant to an individual user.

8 out of 10 begin their buying process online. Traffic through our media to their website is a valuable customer who has acknowledged that they have a need.

### NORDISKE FAGMEDIER AS

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

The Norwegian portfolio consists of 1/1-2020 Fagbladene Maskinregisteret, TransportMagasinet, AnleggsMagasinet, Logistics & Management and Bruknytting. Digitally, the portfolio consists of; www.Metalsupply.no, www.Tungt.no, www.buildingsupply.no, www.Plastforum.no and www.Mascus.no.

After the merger, the Norwegian company has 22 employees and a turnover of just over NOK 30 million. Owners are Egmont Publishing as (75%) and Nordiske Medier A/S (25%).

## NORDISKE MEDIER TOTAL

A complete overview of our media.

### Our Media

we publish over

50

B2B-titles, online and print

### Events

We have over

80

branch-related events a year

### Newsletter

We publish daily approx

500.000

direct newsletters to the industries we cover

## FACTS ABOUT MASKINREGISTERET



### MEMBERSHIP

The Membership of Maskinregisteret means that you have the opportunity to profile your business to businesses in the industry.

A total membership of Maskinregisteret per year . 9.800 kr/år.



### WEB

Nordiske Medier has a wide range of industry portals. We cover virtually every profession. All our media are published online on each of their websites.



### 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.

#### **Maskinregisteret - target group**

Actors and decision-makers at all levels with affiliation and interest in machinery and equipment in the engineering and industrial sectors.

Maskinregisteret is Norway's largest contact body for machinery and equipment in the engineering and industrial sectors.

With ads in Maskinregisteret, you reach the most of these important audiences.

Maskinregisteret is an important forum for new ideas ads, product news and industry stuff.

#### **Profile**

Presentation of high-quality news, current affairs and reports from the workshop and industry, so that users search our website every single day or as often as possible. Available on all platforms.

#### **You can buy this**

Membership: You get your own profile where you can:  
Write your own news articles.

Insert advertisements with pictures / videos on buying and selling, positions, courses, companies, trade shows.  
Unlimited number of cases.

Advertise on maskinregisteret.no at member price.

## ADVERT – ONLINE

### MASKINREGISTERET

#### Topbanner – Front page + other sections or articles

Type: Static or animated, max 70 Kb

Price:

Articles ..... 9.000 kr.

Front page + other sections ..... 9.000 kr.

#### Billboard – Front page + other sections or articles

Type: Static or animated, max 150 Kb

Price:

Article ..... 17.000 kr.

Front page + other sections ..... 17.000 kr.

#### Topbanner Full Size – Front page + other sections or articles

Type: Static, max 250 Kb

Price:

Article ..... 19.750 kr.

Front page + other sections ..... 19.750 kr.

#### Sticky Banner – Front page + other sections or articles

Type: Static or animated, max 90 Kb

Price:

Article ..... 7.500 kr.

Front page + other sections ..... 7.500 kr.

#### Corner banner – Front page + other sections or articles

Type: Static or animated, max 70 Kb.

Price:

Article ..... 4.750 kr.

Front page + other sections ..... 4.750 kr.

#### Side banner – Front page + other sections or articles

Type: Static or animated, max 40 Kb

Price:

Front page + other sections or articles ..... 1.400 kr.

#### Content banner – Front page

Type: Static, max 55 Kb.

Price:

Front page ..... 2.500 kr.

#### Campaign banner 1&2 – Article and other (300x250 pixels)

Type: Static or animated, max 70 Kb

Price:

Articles pos. 1/pos. 2: ..... 5.750 kr./3.750 kr.

Other pos. 1/ pos. 2: ..... 2.850 kr./2.250 kr.

#### Campaign banner 1&2 – Front page (480x480 pixels)

Type: Static or animated, max 75 Kb

Price:

Front page pos. 1/pos. 2: ..... 7.250 kr./5.000 kr.

#### Giga banner 1 & 2 – Front page

Type: Static or animated, max 150 Kb.

Price:

Front page pos. 1: ..... 9.000 kr.

Front page pos. 2: ..... 6.000 kr.

#### Title banner – Articles

Type: Static banner, max 20 Kb

Price:

..... 9.500 kr.



**Topbanner Full Size**

Size: 1800x450 pixels



**Billboard**

Size: 980x540 pixels



**Topbanner**

Size: 930x180 pixels



**Sticky Banner**

Size: 240x400 pixels



**Corner sidebanner**

Size: 200x300 pixels



**Side banner**

Size: 200x175 pixels



**Content banner – Front page**

Size: 230x230 pixels



**Campaign banner – Front page**

Size: 480x480 pixels



**Campaign banner – Front page**

Size: 480x480 pixels



**Campaign banner – Article**

Size: 300x250 pixels



**Campaign banner – Article**

Size: 300x250 pixels



**Giga banner – Front page**

Size: 980x480 pixels



**Giga banner – Front page**

Size: 980x480 pixels



**Title banner – Article**

Size: 930x180 pixels

#### Creation of banners

Creation of banners is free, when you order for a period of minimum two months.

Otherwise, the price is 500 kr. per banner. If you wish to create the banner yourself, you have to make them in either GIF, JPG or HTML5.

#### Specifications for HTML5 banners

Upon delivery of HTML banners we should receive the zip file with all the source material.

The max. file size for Zip files is 10 MB. HTML5-files can only be used for banners on the portal.

Newsletter adverts are static gif or jpg files only.

Banners on the portal share space with up to 3 others. However, title banners and content banners are left alone, while sticky banner shares space with up to 2 others.

Banners rotate at page breaks.

\* Sticky, corner banner og sidebanner are only shown on a desktop.

All stated prices are member prices per month.

## NEWSLETTER

### TOP ADVERT

400x200 px

### TOP ADVERT

400x200 px

### ADVERT - FULL SIZE

820x200 px

### MID ADVERT

400x200 px

### MID ADVERT

400x200 px

### BOTTOM ADVERT

400x200 px

### BOTTOM ADVERT

400x200 px

## ADVERT – NEWSLETTER

### MASKINREGISTERET

The advertisements in the newsletter are so significant that almost every reader notice them. The newsletter is sent out by email.

Maskinregisteret is published once a week at 11 am.

- **Top advert – Full size (820x200 pixels)**

Type: ..... Static advert  
File format: ..... Jpg, gif or png – max. 50 kB.  
Price per announcement: ..... 4.000 kr.

- **Top advert (400x200 pixels)**

Type: ..... Static advert  
File format: ..... Jpg, gif or png – max. 50 kB.  
Price per announcement: ..... 2.000 kr.

- **Mid advert (400x200 pixels)**

Type: ..... Static advert  
File format: ..... Jpg, gif or png – max. 50 kB.  
Price per announcement: ..... 1.500 kr.

- **Bottom advert (400x200 pixels)**

Type: ..... Static advert  
File format: ..... Jpg, gif or png – max. 50 kB.  
Price per announcement: ..... 1.000 kr.

All stated prices are member prices per month.

**It is NOT possible to send animated files.**

# Why use us?

**Great industry focus**

**Make your company visible both editorial and marketing**

**Keep up to date and keep up with your competitors**

**Reaching the makers**

**Increased traffic through search engines such as Google**

**Increased awareness and visibility in the market**

**Multimedia solutions**



## **CONTACT INFORMATION**

Opening hours:

Monday - Friday, 08: 00 am - 16: 00 pm

Tel.: +47 98 69 89 59

E-mail: [post@nordiskemedier.no](mailto:post@nordiskemedier.no)

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

## **Address:**

Nordiske Fagmedier AS

Nydalsveien 12

Postboks 24 Nydalen, N-0412 Oslo

CVR: 824 562 342