

PLAST FORUM

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@Plastforum

Media info 2022

THE MEETING POINT FOR THE PLASTICS AND
RUBBER INDUSTRY IN SWEDEN/SCANDINAVIA

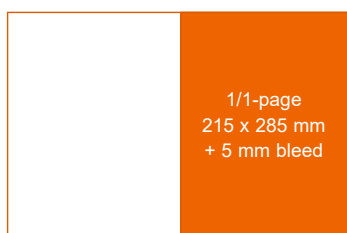
Preliminary editorial programme

Nr	Utgivning	Materialdag	Tema
1	February 16	January 26	Injection moulding / PUR & Elastomers
2	March 23	March 2	Medical Technology / Industrial design
3	May 3	April 12	Exhibition issue Elmia production fairs / Composites
4	June 15	May 25	Polymers in Automotive / Moulds
5	September 28	September 5	Exhibition issue K / Machinery & Automation
6	October 31	October 12	Exhibition issue Elmia Subcontractor / Extrusion
7	December 7	November 16	Polymers in Automotive / Sustainable Production
Bilaga 7	December 7	November 16	Calender 2023

Advertising rates



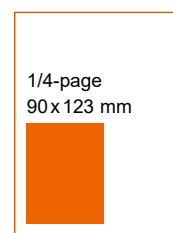
Spread SEK 59.700



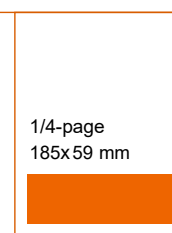
1/1-page SEK 38.500



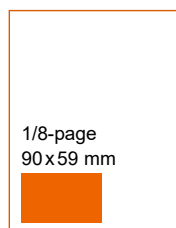
1/2-page SEK 23.500



1/4-page



SEK 13.560



1/8-page SEK 7 400

Cover Pages – 215 x 285 mm (+5 mm bleed)
 Inside front cover page SEK 38.500
 Inside back cover page SEK 34.600
 Back cover page SEK 40.200

Inserts (incl postage and inserting)
 2 page SEK 27,500
 4 page SEK 31.000

Please allow space for address print (30 mm) at the top.



Suppliers Guide

Choose one or several headings and book per calender year. When you book space in the Supplier's Guide you will be present in the magazine as well as on plastforum.se.

Standard Entry: (Name, address, phone, e-, webaddress)
 Company name in bold type
 Company name and tel. no in red
 Logotype incl 4-colour
 Extra line
 Links
 Bookings are per calender year and remain until cancelled.

Price per Month
 SEK 350
 SEK 400
 SEK 400
 SEK 620
 SEK 110
 SEK 160

JOB ADVERTISEMENT

Standard package includes:
 A headline of the job application on plastforum.se and the newsletter with a link to your A4-pdf job-ad or direct to your homepage.

Price SEK 9,900/month

Digital formats & prices

plastforum.se

Homepage, prices per month

Top banner Full Size 1800x450 px, static, max 250 kb.....	SEK 39,500
Billboard 980x450 px, static or animated, max 150 kb.....	SEK 34,000
Top banner 930x180 px, static or animated, max 70 kb.....	SEK 18,000
Sticky banner 240x400 px, static or animated, max 90 kb.....	SEK 15,000
Corner banner 200x300 px, static or animated, max 70 kb.....	SEK 9,500
Side banner 200x175 px, static or animated, max 40 kb.....	SEK 2,800
Campaign banner 1 300x250 px, static or animated, max 75 kb.....	SEK 14,500
Campaign banner 2 300x250 px, static or animated, max 75 kb.....	SEK 10,000
Giga banner 1 930x250 px, static or animated, max 150 kb.....	SEK 18,000
Giga banner 2 930x250 px, static or animated, max 150 kb.....	SEK 10,000

Specifications

Static: jpg, animerad: gif, Html (zip-fil med allt material), Script.

All banners should be responsive.

Animations should last within 20 seconds.

Design of the ads are included in the price (one proof, then SEK 1 000 per started hour)

Sticky banner, corner banner and side banner are only showed on desktop.

Article page, prices per month

Top banner Full Size 1800x450 px, static, max 250 kb.....	SEK 39,500
Billboard 980x450 px, static or animated, max 150 kb.....	SEK 34,000
Top banner 930x180 px, static or animated, max 70 kb.....	SEK 18,000
Sticky banner 240x400 px, static or animated, max 90 kb.....	SEK 15,000
Corner banner 200x300 px, static or animated, max 70 kb.....	SEK 9,500
Side banner 200x175 px, static or animated, max 40 kb.....	SEK 2,800
Campaign banner 1 300x250 px, static or animated, max 75 kb.....	SEK 11,500
Campaign banner 2 300x250 px, static or animated, max 75 kb.....	SEK 9,000
Title banner 300x60 px, static, max 20 kb.....	SEK 19,000
Inread Article banner 660x200 px, static, max 100 kb.....	SEK 19,000

Specifications

Static: jpg, animerad: gif, Html (zip-fil med allt material), Script.

All banners should be responsive.

Animations should last within 20 seconds.

Design of the ads are included in the price (one proof, then SEK 1 000 per started hour)

Sticky banner, corner banner and side banner are only showed on desktop.

Material

E-mail material including landing page to: annons@nordiskemedier.se
Mark the material with Plastforum

Newsletter

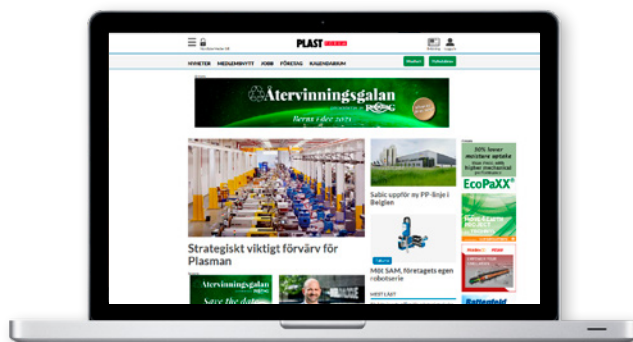
Newsletter, prices per day

Streamer 820x28 px.....	SEK 10,000
Top ad Full Size 820x200 px.....	SEK 8,000
Middle ad Full Size 820x200 px.....	SEK 8,000
Bottom ad Full Size 820x200 px.....	SEK 8,000
Top ad 400x200 px.....	SEK 4,200
Middle ad 400x200 px.....	SEK 3,200
Bottom ad 400x200 px.....	SEK 2,100

Specifications

Static: jpg, gif or png. Max 50 kb.

Design of the ads are included in the price (one proof, then SEK 1 000 per started hour)



Native Advertising

Native Advertising is a sponsored text on plastforum.se that is marked as an ad. The content is designed so that the reader perceives it as a natural part of the platform. The sponsored content should, for maximum effect, be relevant to the target audience and add value to the reader.

Membership
SEK 11,800/year

All members
50% off!

Member package

12 months side banner on the portal
1 top ad in the newsletter
2 middle ads in the newsletter
2 bottom ads in the newsletter
1 year membership
SEK 19,800

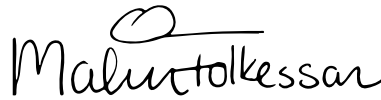
PLAST FORUM

The Magazine Plastforum -Plastics technical monitoring for the industry

Plastforum is the magazine in Sweden that meets the polymer industry's and its customer's needs for ongoing reporting on developments in plastics, rubber and composite technology, regarding the machines, materials, methods and people.

Our subscribers are professional decision makers. 50 % are CEO, owners or in a managerial position. 25% are engineers and 20% have sales and marketing responsibility. With these more than 15,000 recipients, Plastforum - printed news magazine, e-magazine, website (plastforum.se) and newsletter - is the obvious marketing channel for the plastics industry and its suppliers.

With a total of more than 52 years of experience in the plastics industry and intensive interaction with the market, Plastforum will help you keep track of what is happening at the forefront of the industry.



Malin Folkesson
Editor in chief

Technical information

Magazine format: 215 x 285 mm

Media: CD, FTP, e-mail, mail. We prefer optimized PDF:sr

Printing: Offset, 4-colour (cmyk)

Screen: 150 lines/inch
(resolution minimum 300 pixels/inch)

File format: Eps, Tiff

web: <ftp.exaktaprinting.se/Login>

ftp: <ftp.exaktaprinting.se> (use FTP-program)
user name: [annonsmaterialmentorem](#)
password: [mentorexakta](#)

Advertising material:
annons.plastforum@nordiskemedier.se

Events 2022

JEC World	Paris, France	March 8-10
Chinaplas	Shanghai, China	April 25-28
Nordbygg	Älvsjö, Sweden	April 26-29
Elmia Produktionsmässor (inkl. Polymer)	Jönköping, Sweden	May 10-13
Scanpack	Göteborg, Sweden	October 4-7
K 2022	Düsseldorf, Germany	October 19-26
Elmia Subcontractor	Jönköping, Sweden	November 8-11
CompaMed	Düsseldorf, Germany	November 15-18
Formnext	Frankfurt am Main, Germany	November 16-19

Reservation for changes that the event organizer may take.
For more information about each fair, go to www.plastforum.se

Contacts

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