



DIGITAL PRESENCE

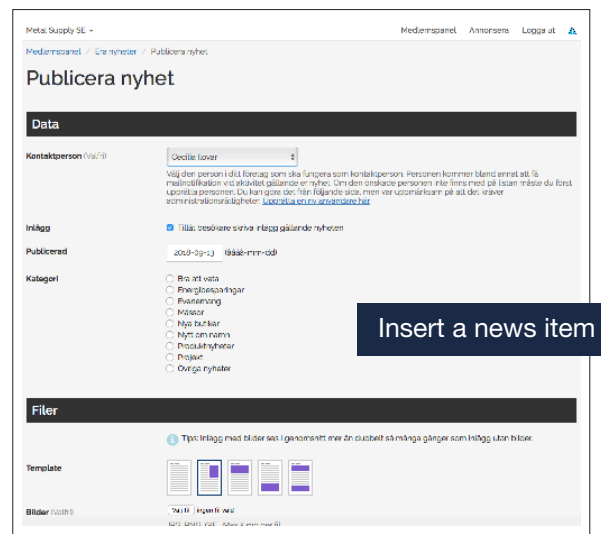
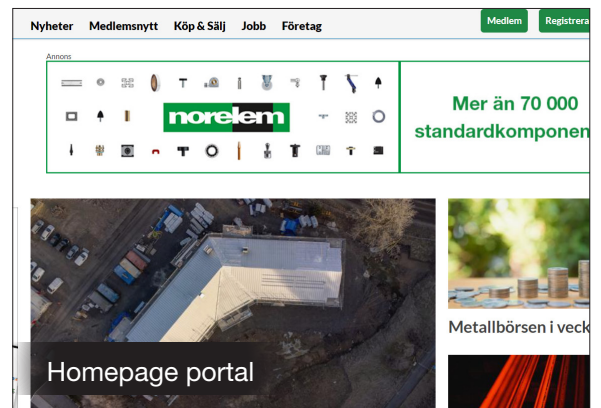
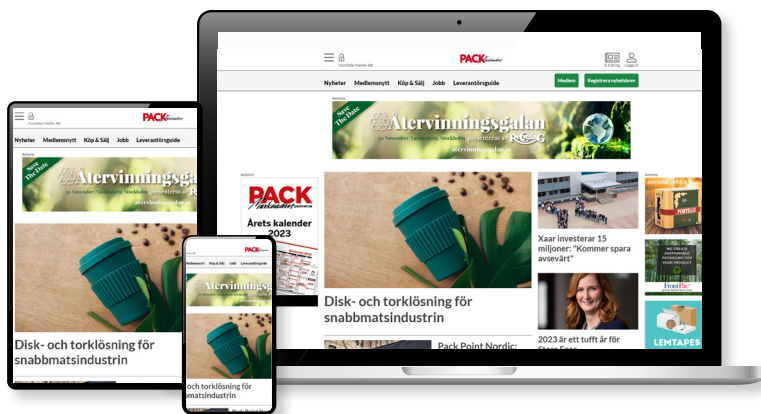
Become a member of Packmarknaden

With a membership with us, your business reaches the right target group and you can create new contacts within the industry.

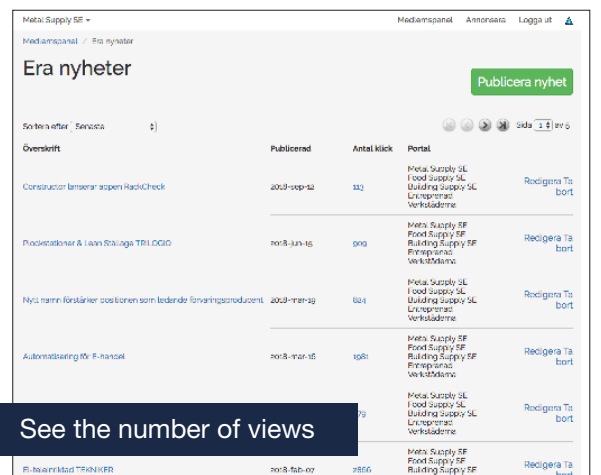
Member benefits

- ✓ Log-in to all functions on the portal
- ✓ Increased online visibility through a complete company profile, link to your website, etc.
- ✓ Publish your own news directly to your target group under the heading "News from the members"
- ✓ Free posting of job ads
- ✓ Present courses and trade participation
- ✓ Advertise at member rates
- ✓ Complete your posts with pictures, videos, etc.
- ✓ Free posting of advertisements on machines, products and services under the heading "Buy and sell"
- ✓ Access to locked editorial material

12 900 SEK/year



Insert a news item



See the number of views

Your possibilities

General information

You have the opportunity to be seen with banners on the portal and with advertisements in our newsletter which is sent out to decision makers in the industry.

Our sites are responsive, which means that they adapt to the screen they are displayed on. Html and script banners must be adapted to responsive display. Remember that the ad must be legible even when viewed on a mobile screen.

Advertisements and banners are linked to your website, it is also fine to attach another link when you submit your material.

We offer beneficial advertising packages which includes membership.

Contact us!

Our sales department is here if you want to know more.

Jerker Evaldsson

Phone: +46 70-975 99 40

Email: jerker.evaldsson@nordiskemedier.se

Magnus Wrigert

Phone: 073-682 53 37

Email: magnus.wrigert@nordiskemedier.se

Advertising in the newsletter

Newsletter	
STREAMER 820x28 px	
TOP ADS LEFT 400x200 px	TOP ADS RIGHT 400x200 px
CENTER ADS LEFT 400x200 px	CENTER ADS RIGHT 400x200 px
BOTTOM ADS LEFT 400x200 px	BOTTOM ADS RIGHT 400x200 px

Newsletter	
TOP ADS FULL SIZE 820x200 px	
CENTER ADS FULL SIZE 820x200 px	
BOTTOM ADS FULL SIZE 820x200 px	

Our readers are professional decision makers on the packaging market in Sweden. We also have a smaller amount of subscribers in Norway, Finland and Denmark. Positions represented:

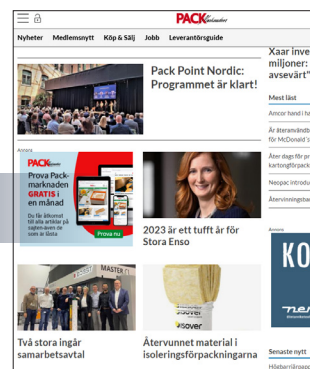
- CEO/Owner
 - Purchasing/Finance Manager
 - Marketing Director
 - Packaging manager
 - Production manager
 - Business manager
- Industries represented:
- Food - food, drink, ingredients
 - Medicines/Health food/Medical technology
 - Retail/Daily goods
 - Industry/Workshop
 - Transport/Logistics
 - Machinery/Equipment Supplier
 - Material/Packaging supplier

Streamer 820x28 px, static, max 50 kb. Price per week	22 000 SEK
Top ads Full Size 820x200 px, static, max 50 kb.....	18 400 SEK
Top ads 400x200 px, static, max 50 kb	9 200 SEK
Center ads 400x200 px, static, max 50 kb	6 340 SEK
Bottom ads 400x200 px, static, max 50 kb.....	4 600 SEK

50% discount
for members

Sponsored content 15.000 SEK/week

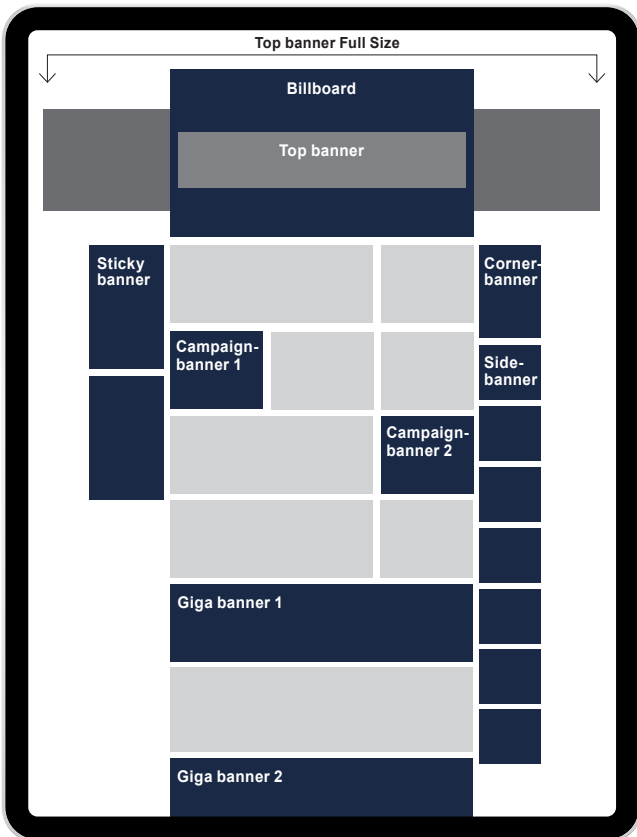
Native ad
(Sponsored content)
will be included in a newsletter
during booked week.



Advertising on the website

50% discount for members

Start page, members have 50% discount on the prices below



Top banner Full Size 1800x450 px, static, max 250 kb	45 500 SEK
Billboard 980x540 px, static or animated, max 150 kb	39 200 SEK
Top banner 930x180 px, static or animated, max 70 kb	21 000 SEK
Sticky banner 240x400 px, static or animated, max 90 kb	17 200 SEK
Corner banner 200x300 px, static or animated, max 70 kb	11 000 SEK
Side banner 200x175 px, static or animated, max 40 kb	3 300 SEK
Campaign banner 1* 300x250 px, static or animated, max 70 kb	16 700 SEK
Campaign banner 2** 300x250 px, static or animated, max 70 kb ...	11 500 SEK
Giga banner 1 930x250 px, static or animated, max 70 kb	21 000 SEK
Giga banner 2 930x250 px, static or animated, max 70 kb	11 500 SEK

* When you buy ad slot no 1 you will also be visible at ad slot no 3, further down on the page.

** When you buy ad slot no 2 you will also be visible at ad slot no 4, further down on the page.

File types

Static jpg, animated gif, Html (zip file with all material), script animations should keep within 20 seconds.

Designing advertisements is included in the price (one proof reading, then SEK 1,000 per started hour).

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

Article page, members have 50% discount on the prices below

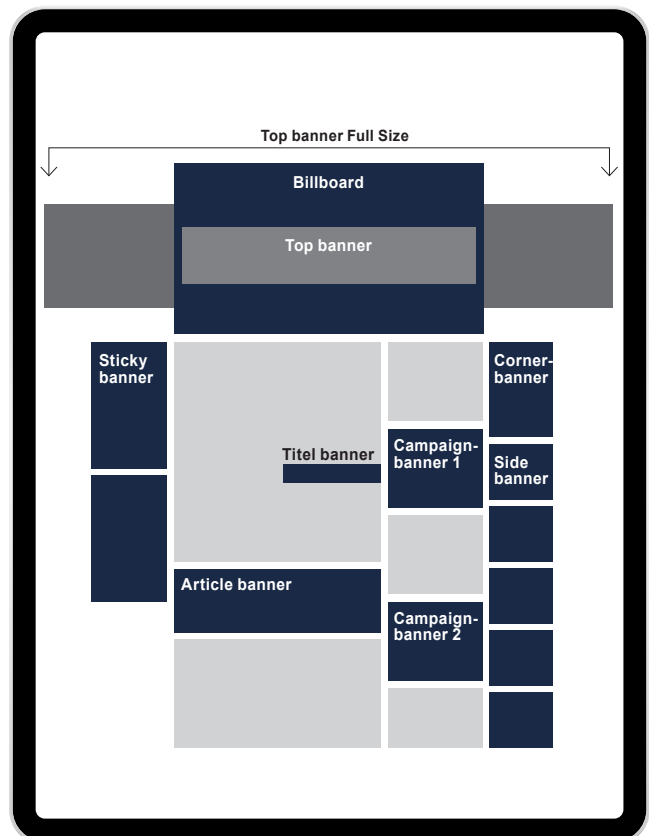
Top banner Full Size 1800x450 px, static, max 250 kb	45 000 SEK
Billboard 980x540 px, static or animated, max 150 kb	39 200 SEK
Top banner 930x180 px, static or animated, max 70 kb	21 000 SEK
Sticky banner 240x400 px, static or animated, max 90 kb	17 200 SEK
Corner banner 200x300 px, static or animated, max 70 kb	11 000 SEK
Side banner 200x175 px, static or animated, max 40 kb	3 300 SEK
Campaign banner 1 300x250 px, static or animated, max 75 kb	13 300 SEK
Campaign banner 2 300x250 px, static or animated, max 75 kb	10 400 SEK
Titel banner 300x60 px, static, max 20 kb	16 200 SEK
Article banner 660x200 px, static or animated, max 100 kb	21 000 SEK

File types

Static jpg, animated gif, Html (zip file with all material), script animations should keep within 20 seconds.

Designing advertisements is included in the price (one proof reading, then SEK 1,000 per started hour).

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



OBS: Banners on the portal share space with up to three others. Except sticky banner that shares space with up to two others. Banners rotate on page change.

Animated banners

The animation should stay within 20 seconds.

File types: Static: jpg - Animated: gif, Html (zip with all material), Script.

Membership package

We offer beneficial packages for you who become a member. In addition to a year's membership, you also get banners on the portal and advertisements in the newsletter

PACK
Packnät.se

SMALL

- 12 months side banner on the portal
- 1 top ad in the newsletter
- 2 center ads in the newsletter
- 2 bottom ads in the newsletter
- 1 year membership

Price: 23.000 SEK

MEDIUM

- 1 month top banner on the portal
- 12 months side banner on the portal
- 2 top ads in the newsletter
- 2 center ads in the newsletter
- 2 bottom ads in the newsletter
- 1 year membership

Price: 40.000 SEK

LARGE

- 3 months top banner on the portal
- 12 months side banner on the portal
- 5 top ads in the newsletter
- 5 center ads in the newsletter
- 5 bottom ads in the newsletter
- 1 year membership

Price: 68.000 SEK