

PLAST

FORUM

plastforum.se

*For useful
knowledge &
pleasure!*

- ✓ **Magazine**
- ✓ **Web**
- ✓ **Newsletter**
- ✓ **Events**



Media info 2019

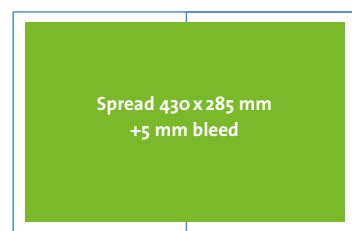


THE MEETING POINT FOR THE PLASTICS AND RUBBER INDUSTRY IN SWEDEN/SCANDINAVIA

Preliminary editorial programme 2019

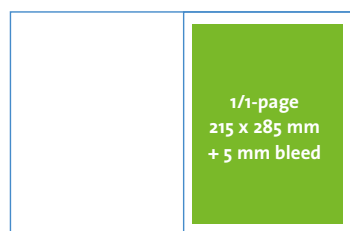
Issue	Publ. date	Material	Theme
1	February 15	January 25	Sustainable Building Materials / Lightweight materials
2	March 22	March 1	Medical Technology / PUR & Elastomers
3	April 23	April 2	Exhibition issue Plasttechnik Nordic / Digital Technologies
4	June 12	May 22	Polymers in Automotive / Moulds
5	26 September	5 September	Exhibition issue K2019 / Machinery & Automation
6	4 November	11 October	Exhibition issue Elmia Subcontractor / Lightweight materials
Insert 6	4 November	11 October	Special magazine
7	11 December	20 November	Polymers in Automotive / Medical Technology
Insert 7	11 December	20 November	Calender 2020 – The Polymer Industries Fairs and events

Advertising rates



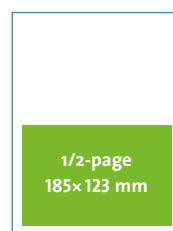
Spread

SEK 59,700

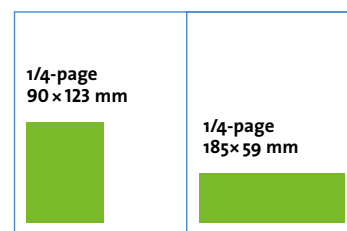


1/1-page

SEK 36,960

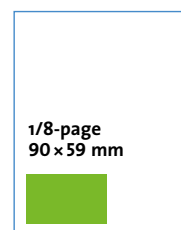


1/2-page SEK 22,480



1/4-page

SEK 12,660



1/8-page SEK 6,930

Cover Pages – 215 x 285 mm (+5 mm bleed)

Inside front cover page	SEK 37,200
Inside back cover page	SEK 31,600
Back cover page	SEK 39,200

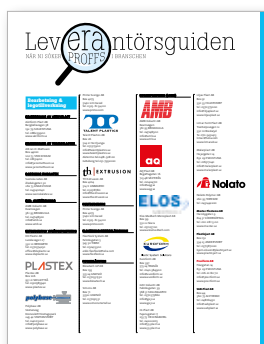
Please allow space for address print (30 mm) at the top.

Inserts (incl postage and inserting)

2 page	SEK 25,900
4 page	SEK 28,900

Plastforum
gets the overall
rating

4,2 of 5



Suppliers Guide

Choose one or several headings and book per calendar 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 calendar year and remain in force until cancelled.

Price per Month

SEK 330
SEK 380
SEK 390
SEK 600
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.....	39 500 kr
Billboard 980x450 px, static or animated, max 150 kb	34 000 kr
Top banner 930x180 px, static or animated, max 70 kb	18 000 kr
Sticky banner 240x400 px, static or animated, max 90 kb.....	15 000 kr
Corner banner 200x300 px, static or animated, max 70 kb	9 500 kr
Side banner 200x175 px, static or animated, max 40 kb	2800 kr
Content banner 230x230 px, static, max 55 kb	5 000 kr
Campaign banner 1 480x480 px, static or animated, max 75 kb.....	14 500 kr
Campaign banner 2 480x480 px, static or animated, max 75 kb	10 000 kr
Gigabanner 1 980x480 px, static or animated, max 150 kb.....	18 000 kr
Gigabanner 2 980x480 px, static or animated, max 150 kb	10 000 kr

Filtyper

Static: jpg, animated gif,
Html (zip-fil with all material included), Script
Animations should last within 20 seconds.
Ad design is included in the price.

Article page, prices per month

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

Filtyper

Static: jpg, animated gif, Html (zip-fil med allt material), Script.
Animations should last within 20 seconds.
Ad design is included in the price.

Material

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

Newsletter

Newsletter, prices per day

Streamer 820x28 px.....	10 000 kr
Top ad Full Size 820x200 px	8 000 kr
Top ad 400x200 px.....	4 200 kr
Between ad left 490x147 px	3 200 kr
Between ad right 310x235 px	3 200 kr
After ad left 490x147 px	2 100 kr
After ad right 310x235 px.....	2 100 kr

Filtyper

Static – jpg, gif or png. Max 50 kb.
Ad design is included in the price.



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 7,800/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 15,800

PLAST FORUM



Plastforum wants to give you the best conditions for making strategic decisions, and keep you updated in the plastic, rubber and composite industry. We offer you an opportunity to interpret and detect trends in an early stage, and at the same time keep track of the competitors.

Plastforum offers news journalism in the polymer industry. Our ambition is to supply news, interviews

and reports, which gives you inspiration and insight to navigate in an industry that is in constant change. Our keywords are: knowledge, opportunity and inspiration

Welcome to yet another year with us.

*Yours sincerely,
Malin Folkesson, Editor in chief, Plastforum*

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 2019

JEC World	Paris, France	March 12-14
Hannover Messe	Hannover, Germany	April 1-5
Plasttechnik Nordic	Malmö, Sweden	May 8-9
Composites Europe	Stuttgart, Tyskland	September 10-12
HI Industry Expo	Herning, Denmark	October 1-3
K2019	Düsseldorf, Germany	October 16-23
CompaMed	Düsseldorf, Germany	November 1-4
Elmia Subcontractor	Jönköping, Sweden	November 12-15

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