

# Tungt

## Media Information 2024

Part of Nordiske Fagmedier



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

## ABOUT NORDISKE FAGMEDIER AS

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

Nordiske Fagmedier AS publishes the following media:

**Print:**

Fagbladene Maskinregisteret, TransportMagasinet, AnleggsMagasinet and Bruktnytt.

**Digitally:**

[www.metalsupply.no](http://www.metalsupply.no), [www.tungt.no](http://www.tungt.no),  
[www.plastforum.no](http://www.plastforum.no), [www.maskinregisteret.no](http://www.maskinregisteret.no)  
and [www.mascus.no](http://www.mascus.no)

After the merger, the Norwegian company has 18 employees and a turnover of just over NOK 30 million. Owners are Egmont Publishing as (75%) and Nordiske Medier A/S (25%).

Our members and advertisers have a unique opportunity to get in touch with key people through the newsletters and portals.

Read more about [www.nordiskemedier.dk](http://www.nordiskemedier.dk)  
Raad more about [www.storyhouseegmont.no](http://www.storyhouseegmont.no)

 Nordiske Fagmedier

**story  
house**  
EGMONT

## FACTS

Over  
1 million  
pageviews

At tungt.no you meet your entire target group in the right and relevant context within transport, construction, and logistics.

TRAFFIC NUMBER: Over 1 million pageviews and 250.000 users on average per. month.

TARGET GROUP: Actors and decision-makers at all levels with connections and interest in transport, construction, and logistics, both in the private and public sector. In addition, we can ad packages across of industries. Ask for more information.

## MEMBERSHIP - TUNGT

# Effective and targeted marketing

### MEMBERSHIP

A membership at Tungt 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

### 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

# ADVERTISING

## FORMATS AND PRICES per. section

Ad	Desktop	Mobil	Price (per month)
Top banner	980x300	468x300	NOK 16.000
Board 1	580x400	468x300	NOK 11.000
Board 2	580x400	468x300	NOK 9.000
Sky 1,2	180x500	468x150	NOK 8.000
Sky 3	180x500	468x150	NOK 9.000
Box	300x250	150x125	NOK 5.000

## SECTIONS

- Front page Tungt
- Home + Articles Construction
- Home + Articles Transport
- Home + Articles Logistics
- Home + Articles Building

All prices are per month and ex. VAT.

## CONDITIONS

- ✓ Deadline for delivery: 5 working days
- ✓ Fil formats: JPEG, PNG, GIF og HTML
- ✓ Size: max 90kB

Agency commission: 5% (incl. All commissions and allowances).

## ADVERTISING PACKAGES

We can offer exciting advertising packages where we combine target groups from Tungt.no and Mascus.no

- ✓ The construction package
- ✓ Construction package + Agriculture
- ✓ Transport package
- ✓ Transport packages + truck
- ✓ Truck packages

Top banner



Type: W: 980 px x H: 300 px  
Mobil: W: 468 px x H: 300 px  
Size: max. 90 kB

Sky 1, 2



Type: W: 180 px x H: 500 px  
Mobil: W: 468 px x H: 150 px  
Size: max. 90 kB

MOBIL



Board 1



Type: W: 580 px x H: 400 px  
Mobil: W: 468 px x H: 300 px  
Size: max. 90 kB

Sky 3



Type: W: 180 px x H: 500 px  
Mobil: W: 468 px x H: 150 px  
Size: max. 90 kB

Board 2



Format: W: 580 px x H: 400 px  
Mobil: W: 468 px x H: 300 px  
Size: max. 90 kB

Box



Format: W: 300 px x H: 250 px  
Mobil: W: 150 px x H: 125 px  
Size: max. 90 kB



Stillingsarena.no is Norway's job site within construction, transport and logistics industry. The advertisement always contains JOB in FOCUS on [www.tungt.no](http://www.tungt.no) for 30 days.

Our websites are very well known in the industry, which gives a good response and high quality to applicants.

Stillingsarena.no is part of Tungt.no, which contains news about everything related to the industry. Tungt writes for actors and decision-makers at all levels with a connection to and interest in transport, construction and logistics in both the private and public sector.

Go to [StillingsArena.no](http://StillingsArena.no) and click on prices, or contact the sales department and they will tell you more about which ones advertising packages we can offer.

+47 909 84 516 or email: [salg-tungt@egmont.com](mailto:salg-tungt@egmont.com)



Complete advertisement on Stillingsarena



Teaser front page on Tungt

## CONTENT MARKETING

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: **From NOK 8.000 + possibly help with editorial text**



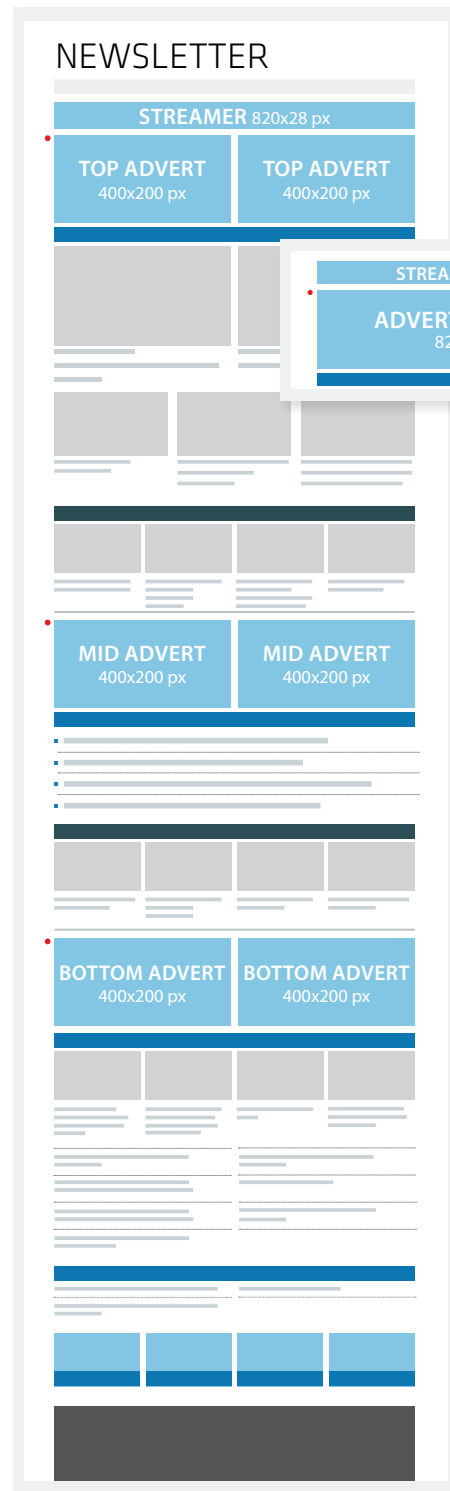
Finished content marketing

## ADVERT - NEWSLETTER

Recipient of the newsletter  
Tungt: Over 10.000  
Release: Monday to Friday.

Tungt - Building/Building Supply:  
Over 3.000  
Release: Monday.

Specifications for advertisements  
in the newsletter:  
The ads are static.  
File format jpg, gif or png.  
Finished file is a maximum of 50 kB.



### Streamer

Type: W: 820 x H: 28 px  
Jpg, gif or png – max. 50 kB.  
Price per week:..... NOK 8.000

### Advert full size

Type: W: 820 x H: 200 px  
Jpg, gif or png – max. 50 kB.  
Price per release:..... NOK 8.000



### Top advert

Type: W: 400 x H: 200 px  
Jpg, gif or png – max. 50 kB.  
Price per release:..... NOK 4.000



### Mid advert

Type: W: 400 x H: 200 px  
Jpg, gif or png – max. 50 kB.  
Price per release:..... NOK 2.500



### Bottom advert

Type: W: 400 x H: 200 px  
Jpg, gif or png – max. 50 kB.  
Price per release:..... NOK 1.500

# Nordiske Fagmedier consists of:

 **METAL SUPPLY**

 **tungt**

**PLASTFORUM**

**MR** MASKINREGISTERET

RITCHIE BROS.  
**MASCUS**

**TRANSPORT**  
MAGASINET

**Anleggs**  
MAGASINET

 **Nordiske Fagmedier**

## CONTACT INFORMATION

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