

# Anleggs

MAGASINET

MEDIA INFO **2025**



Norway's  
leading  
construction  
magazine

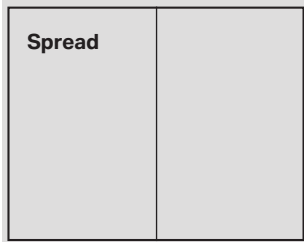
**When you want to reach  
the construction business**



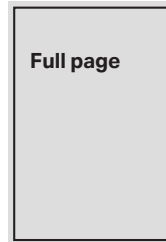
# PRINT

## Advertisement specifications and prices for 2025

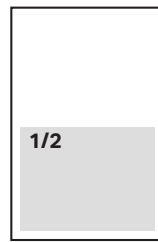
AnleggsMagasinet is the obvious choice of news channel for the construction industry. The readers are mainly contractors working with construction machinery, excavation, earthmoving, transport, demolition, recycling, mines and quarries.



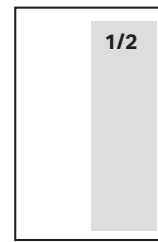
**NOK 32 400**  
Double page spread  
420 x 297 mm + 5 mm



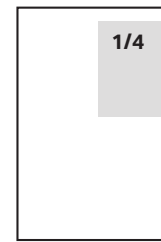
**NOK 18 400**  
1/1 page  
210 x 297 mm  
+ 5 mm



**NOK 11 300**  
1/2 page landscape  
185 x 130 mm



**NOK 11 300**  
1/2 page portrait  
90 x 270 mm

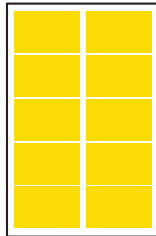


**NOK 6 600**  
1/4 page portrait  
90 x 130 mm

### Providers and entrepreneurs

Full year (10 issues)  
90 x 45 mm  
**NOK 9 900**

Half year (5 issues)  
90 x 45 mm  
**NOK 6 500**



### Premium position

Full page, page 2 NOK 20 100  
Full page, last inside NOK 20 100  
Back cover NOK 22 500

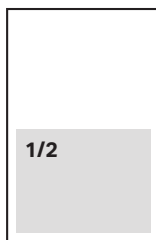
### Supplements / Inserts

The magazine offers distribution of supplements and inserts. Please contact us for selective distribution to groups and/or postal districts.

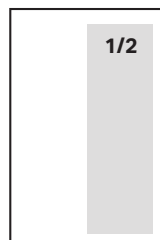
### Used machinery: Purchase, sale and rental



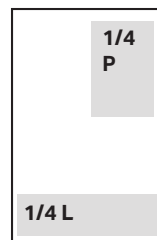
**NOK 9 500**  
1/1 page  
210 x 297 mm  
+ 5 mm



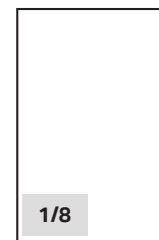
**NOK 5 700**  
1/2 page landscape  
185 x 130 mm



**NOK 5 700**  
1/2 page portrait  
90 x 270 mm



**NOK 3 500**  
1/4 page  
P: 90 x 130 mm  
L: 190 x 60 mm



**NOK 1 900**  
1/8 page  
90 x 60 mm

Issue	Material deadline	Publication date
1	17.01.25	31.01.25
2	14.02.25	28.02.25
3	14.03.25	28.03.25
* 4	24.04.25	09.05.25
* 5	28.05.25	13.06.25
* 6	08.08.25	22.08.25
* 7	05.09.25	19.09.25
8	03.10.25	17.10.25
9	31.10.25	14.11.25
10	28.11.25	12.12.25

### Events 2025

21-23 January Arctic Entrepreneur (Gardermoen)  
Bauma 7-13 April (München)  
23-25 May MEF (Stavanger)  
Dyrskun 12-14 September (Seljord)



### Contact:

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### Technical printing information

Printed in: Offset. Screen: 60 lines  
Material: PDF format - min. 250 dpi  
Delivery: By e-mail - online transfer

## Target Group

Decision-makers at all levels with connections and interest in construction, both in the private and public sector. Tungt.no is available on desktop, tablet, mobile and Facebook. We also offer co-advertising with the website Mascus.no where we have also defined target groups within agriculture, forestry machines and park and garden machines.

**66 000**  
unique visitors  
weekly

**151 000**  
page views  
weekly

Format	Prices per month	Desktop	Mobile
Top banner	NOK 16 000	980x300	468x300
Board 1	NOK 11 000	580x400	468x300
Board 2	NOK 9 000	580x400	468x300
Skyscrapers	NOK 8 000	180x500	468x150
Boxes	NOK 5 000	300x250	150x125

## Job Advertisements

Difficult finding the right people? Having qualified personnel is one of the key ingredients for a company. However, finding the right personnel is both a long and expensive process, where the wrong recruitment could be devastating. Placing a job advertisement for qualified personnel through us will facilitate your recruitment. With us, you pay a fixed price for job advertisement on the website, newsletter or print.

### Stillingsarena - Solo

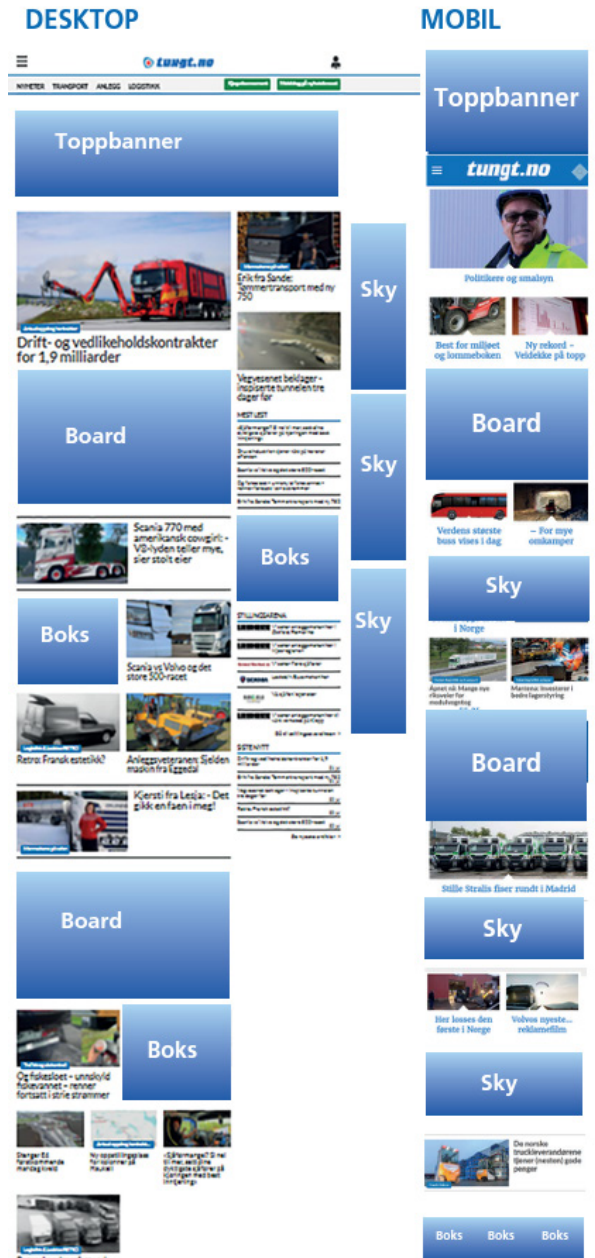
Web + newsletter - 30 days

**NOK 3 950**

### The Online package

Web + newsletter + box banner (300x250)

**NOK 5 950**



## Membership **NOK 13 800 per year**

- Daily news from the business and possibilities to comment on articles
- Company profile with all your information. Searchable on the website, Google and other search engines
- Advertise products, machines and skills
- Your news directly to your target audience in the section "News from Members"
- Inform about events and courses
- Greater online visibility through a complete company profile, link to your site etc.
- Discount prices on advertising

## Membership+ **NOK 21 800 per year**

- With membership+ you get help with publishing, use the marketing tool and become more visible in the industry.

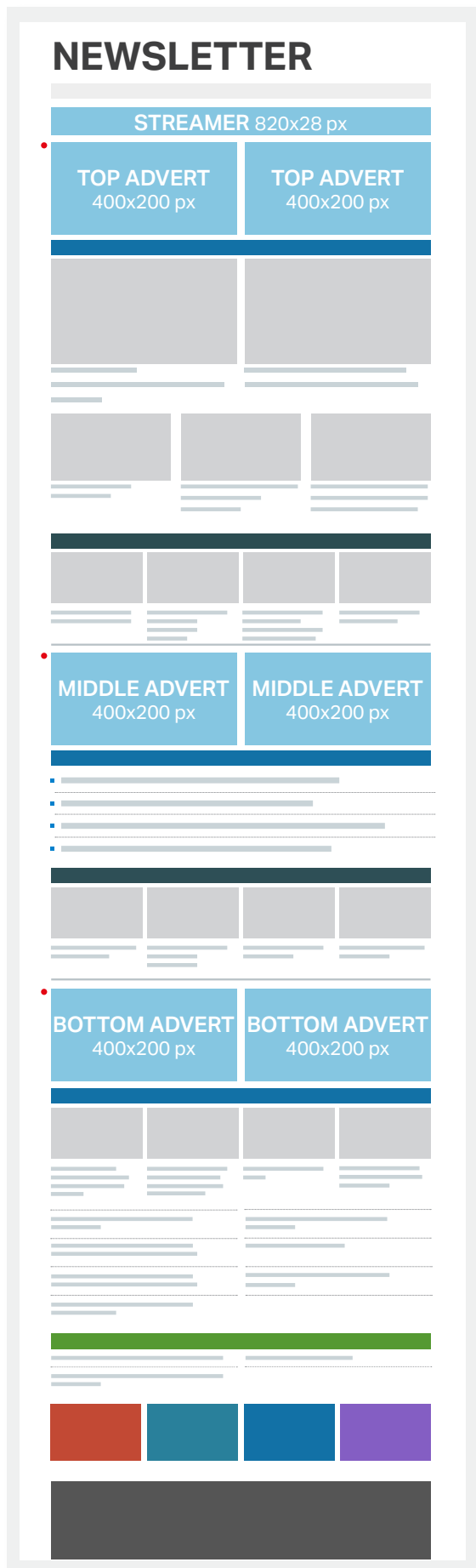
## Advertising Packages

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

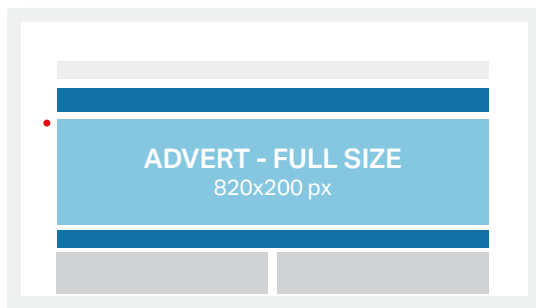
- The construction package
- Construction package + Agriculture
- Transport package
- Transport packages + truck
- Truck packages - Ask for quotes

## Native advertising & Advertorials

Ad labeled articles in print and on the website. Contact our sales team for more info.



The newsletter is sent out to 10,500 recipients in the construction industry every day, Monday to Friday. An advertisement is highly effective and an affordable way to reach your customers with the right message. For maximum effect, combine advertisements in the magazine, website and newsletter.



## Streamer

Size: 820x28 pixels  
File types: Jpg, gif or png  
Static advert  
Max. 50 kB.

## • Advert

### Full size - Top-, middle- and bottom

Size: 820x200 pixels  
File types: Jpg, gif or png  
Static advert  
Max. 50 kB.

### Top-, middle- and bottom advert

Size: 400x200 pixels  
File types: Jpg, gif or png  
Static advert  
Max. 50 kB.

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

## Advertising prices

Streamer	8,000 NOK per week
Top advert Full Size	8,000 NOK per day
Top advert	4,000 NOK per day
Middle advert	2,500 NOK per day
Bottom advert	1,500 NOK per day

## Contact

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