

PLAST

FORUM

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- ✓ Magazine
- ✓ Web
- ✓ Newsletter
- ✓ Events
- ✓  @Plastforum

Media info 2024

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

Preliminary editorial programme

Nr	Utgivning	Materialdag	Tema
1	February 16	February 1	Composites / Polymers in Automotive
2	March 22	March 7	Automation / Sustainable production technics
3	May 2	April 15	Exhibition issue: Elmia Polymers / AI
4	June 14	May 28	Moulds / Equipment
5	September 30	September 12	Exhibition issue: Fakuma / PUR & Elastomers
6	October 31	October 14	Exhibition issue: Elmia Subcontractor / Subcontractors
7	December 10	November 21	Sustainable materials / Medical Technology
Insert 7	December 10	November 21	Calendar 2024

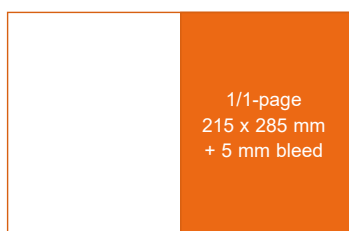
Advertising rates



Spread 430x285 mm
+5 mm bleed

Spread

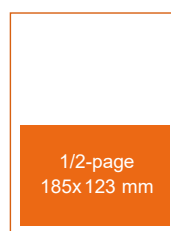
SEK 68 655



1/1-page
215 x 285 mm
+ 5 mm bleed

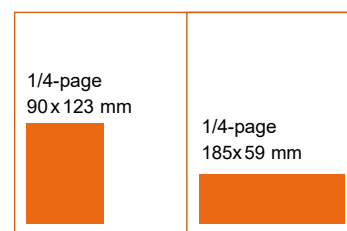
1/1-page

SEK 44 275



1/2-page
185x 123 mm

1/2-page SEK 27 025

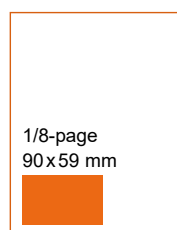


1/4-page
90x123 mm

1/4-page
185x59 mm

1/4-page

SEK 15 595



1/8-page
90x59 mm

1/8-page SEK 7 400

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

Inside front cover page SEK 44 275

Inside back cover page SEK 39 740

Back cover page SEK 46 230

Inserts (incl postage and inserting)

2 page SEK 31 625

4 page SEK 35 650

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



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 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 45 450
Billboard 980x450 px, static or animated, max 150 kb	SEK 39 100
Top banner 930x180 px, static or animated, max 70 kb	SEK 20 700
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 17 250
Corner banner 200x300 px, static or animated, max 70 kb	SEK 10 925
Side banner 200x175 px, static or animated, max 40 kb	SEK 3 220
Campaign banner 1 300x250 px, static or animated, max 75 kb	SEK 16 675
Campaign banner 2 300x250 px, static or animated, max 75 kb	SEK 11 500
Giga banner 1 930x250 px, static or animated, max 150 kb	SEK 20 700
Giga banner 2 930x250 px, static or animated, max 150 kb	SEK 11 150

Specifications

Static: jpg, animated: 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 45 425
Billboard 980x450 px, static or animated, max 150 kb	SEK 39 100
Top banner 930x180 px, static or animated, max 70 kb	SEK 20 700
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 17 250
Corner banner 200x300 px, static or animated, max 70 kb	SEK 10 925
Side banner 200x175 px, static or animated, max 40 kb	SEK 3 225
Campaign banner 1 300x250 px, static or animated, max 75 kb	SEK 13 225
Campaign banner 2 300x250 px, static or animated, max 75 kb	SEK 10 350
Title banner 300x60 px, static, max 20 kb	SEK 21 850
Inread Article banner 660x200 px, static, max 100 kb	SEK 21 850

Specifications

Static: jpg, animated: 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

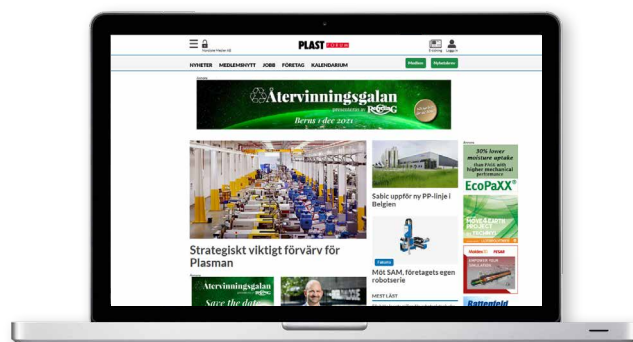
Newsletter, prices per day

Streamer 820x28 px	SEK 11 150
Top ad Full Size 820x200 px	SEK 9 200
Middle ad Full Size 820x200 px	SEK 9 200
Bottom ad Full Size 820x200 px	SEK 9 200
Top ad 400x200 px	SEK 4 830
Middle ad 400x200 px	SEK 3 680
Bottom ad 400x200 px	SEK 2 415

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 14 720/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 23 920

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 54 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 2024

JEC World	Paris, France	5-7 March
Utech Europe	Maastricht, The Netherlands	23-25 April
Techtextil and Texprocess	Frankfurt, Germany	23-26 April
Chinaplas	Shanghai, China	23-26 April
Elmia Polymer	Jönköping, Sweden	14-17 May
Elmia Produktionsmässor	Jönköping, Sweden	14-17 May
Fakuma	Friedrichshafen, Germany	15-19 Oct
CompaMed	Düsseldorf, Germany	11-14 Oct
Elmia Subcontractor	Jönköping, Sweden	12-14 Nov
Formnext	Frankfurt, Germany	19-22 Nov

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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