



Media Information 2020

OUR MEDIA IN NORWAY INCLUDE:



ABOUT NORDISKE MEDIER

Nordiske Medier is the Nordic region's largest professional media company. Our professional media covers Nordic working life with constructive, credible and independent news. Always focused on inspiring the businesses we write about and for. Always focusing on being a focal point for the industries we cover. Both for our readers and advertisers.

Unlike many other media, Nordiske Medier writes about both large and small businesses. Our media cover the overall technological and economic conditions that are important for working life. In addition, there is not least news about colleagues, customers and suppliers in the industry.

The company covers Nordic business with constructive, credible and independent news, with a particular focus on being close to the industries we are dealing with.

Nordiske Medier has 210 employees based in Aalborg, Copenhagen, Helsingborg, Gothenburg, Stockholm and Oslo, with a total turnover of more than NOK 200 million.

Owned by the 4th largest Media House in Denmark, - Nordjyske Medier. 18 news portals in Denmark, 8 in Sweden and 3 in Norway (metalsupply.no - buildingsupply.no

- plastforum.no). All portals cover B2B within the industry. We send daily newsletters to over 500,000 key people. Our members and advertisers have a unique opportunity to connect with them via newsletters and portals. Characteristics of newsletters and portals are that the content is 100% relevant to an individual user.

8 out of 10 begin their buying process online. Traffic through our media to their website is a valuable customer who has acknowledged that they have a need.

NORDISKE FAGMEDIER AS

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

The Norwegian portfolio consists of 1/1-2020 Fagbladene Maskinregisteret, TransportMagasinet, AnleggsMagasinet, Logistics & Management and Bruknytting. Digitally, the portfolio consists of; www.Metalsupply.no, www.Tungt.no, www.buildingsupply.no, www.Plastforum.no and www.Mascus.no.

After the merger, the Norwegian company has 22 employees and a turnover of just over NOK 30 million. Owners are Egmont Publishing as (75%) and Nordiske Medier A/S (25%).

NORDISKE MEDIER TOTAL

A complete overview of our media.

Our Media

we publish over

50

B2B-titles, online and print

Events

We have over

80

branch-related events a year

Newsletter

We publish daily approx

500.000

direct newsletters to the industries we cover

FAKTA OM PLASTFORUM



MEMBERSHIP

The Membership of PlastForum means that you have the opportunity to profile your business to businesses in the industry.

A total membership of PlastForum per year 9.800 kr/år.



WEB

Nordiske Medier has a wide range of industry portals. We cover virtually every profession. All our media are published online on each of their websites.

Number of visitors/month for www.plastforum.no

Pageviews: 13.163

Visits: 5.000



NEWSLETTER

All our media have a newsletter with industry-specific news. The newsletters all have a large, loyal group of recipients and we have a constant access of new recipients.

Newsletter recipients PlastForum 1.457

Published: Every week, Tuesday and Thursday

PlastForum NO is a commercial industry network where suppliers, subcontractors and purchasing companies in the plastics industry can easily contact each other. They can find information about each other, buy/sell new and used products and machines for each other, insert job postings and much more.

In addition to this, PlastForum NO offers a unique opportunity to keep up to date with the industry via our daily newsletter.

PlastForum NO aims to be the pivotal point of the plastics industry in terms of effective contact and information sharing.

TARGET

Users of PlastForum

Managers, makers and suppliers in the plastics-, composite and rubber processing industries. Industrial designers, engineering environments, suppliers to the offshore industry, the aquaculture industry, construction and the construction sector. Technical agencies in Norwegian municipalities and research institutions.

Every day, PlastForum meets the decision makers in the companies.

Directors, the sales/marketing function as well as purchasing and production make up more than 80% of the readers.

PlastForum makes use of so-called permission marketing, which is extremely effective within internet marketing.

We contact all key people in the industry by telephone to get their acceptance prior to signing up for the newsletter. Most people say yes to this. In addition, we have a number of people daily who sign up for the newsletter on their own initiative.

There is a continuous change of recipients of the newsletters in connection with job change and such. Each month we even sign up to a number of recipients, if we receive the newsletter in return - (bounce back). The number of recipients thus reflects the majority of the industry's key people. Email addresses will not be passed on to the third person when signing up for the newsletter.

Editorial content

PlastForum in the value chain

News in the industry

New projects

B2B

Text, photo and live pictures/video

Exclusive member content that you won't find anywhere else.

Ability for readers to find products/services that members have posted.

What you can buy

Membership: You get your own profile where you can:

Writing own news articles.

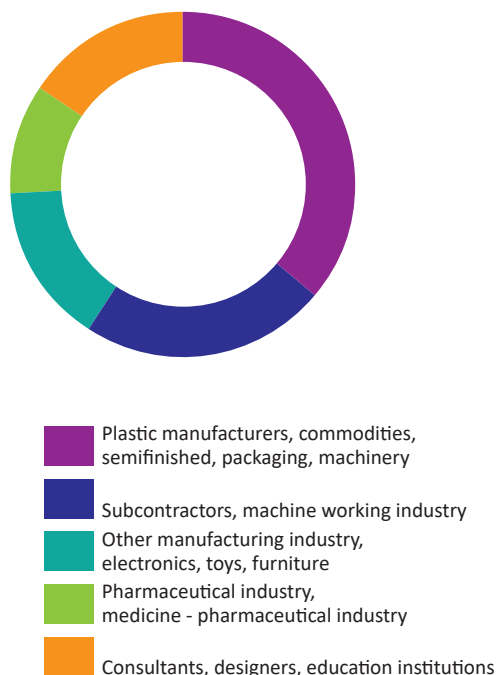
Post ads with pictures/videos on buy and sell, positions, courses, companies, trade shows.

Unlimited number of cases.

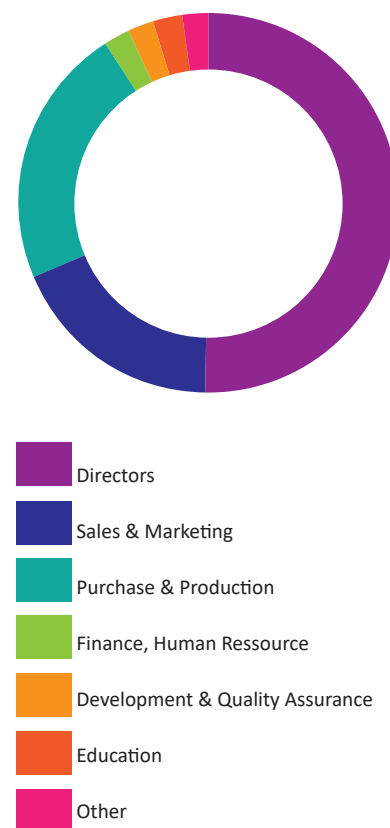
Advertise on plastforum.no at member price.

Price per year: Kr. 9.800, -

The distribution of readers of the newsletter



The distribution of readers according to position



ADVERT – ONLINE

PLASTFORUM

Topbanner – Front page + other sections or articles

Type: Static or animated, max 70 Kb

Price:

Articles.....9.000 kr.

Front page + other sections.....9.000 kr.

Billboard – Front page + other sections or articles

Type: Static or animated, max 150 Kb

Price:

Article.....17.000 kr.

Front page + other sections.....17.000 kr.

Topbanner Full Size – Front page + other sections or articles

Type: Static, max 250 Kb

Price:

Article.....19.750 kr.

Front page + other sections.....19.750 kr.

Sticky Banner – Front page + other sections or articles

Type: Static or animated, max 90 Kb

Price:

Article.....7.500 kr.

Front page + other sections.....7.500 kr.

Corner banner – Front page + other sections or articles

Type: Static or animated, max 70 Kb.

Price:

Article.....4.750 kr.

Front page + other sections.....4.750 kr.

Side banner – Front page + other sections or articles

Type: Static or animated, max 40 Kb

Price:

Front page + other sections or articles1.400 kr.

Content banner – Front page

Type: Static, max 55 Kb.

Price:

Front page.....2.500 kr.

Campaign banner 1&2 – Article and other (300x250 pixels)

Type: Static or animated, max 70 Kb

Price:

Articles pos. 1/pos. 2:5.750 kr./3.750 kr.

Other pos. 1/ pos. 2:2.850 kr./2.250 kr.

Campaign banner 1&2 – Front page (480x480 pixels)

Type: Static or animated, max 75 Kb

Price:

Front page pos. 1/pos. 2:7.250 kr./5.000 kr.

Giga banner 1 & 2 – Front page

Type: Static or animated, max 150 Kb.

Price:

Front page pos. 1:9.000 kr.

Front page pos. 2:6.000 kr.

Title banner – Articles

Type: Static banner, max 20 Kb

Price:9.500 kr.



Topbanner Full Size

Size: 1800x450 pixels



Billboard

Size: 980x540 pixels



Topbanner

Size: 930x180 pixels



Sticky Banner

Size: 240x400 pixels



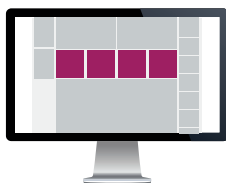
Corner sidebanner

Size: 200x300 pixels



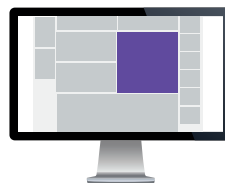
Side banner

Size: 200x175 pixels



Content banner – Front page

Size: 230x230 pixels



Campaign banner – Front page

Size: 480x480 pixels



Campaign banner – Front page

Size: 480x480 pixels



Campaign banner – Article

Size: 300x250 pixels



Campaign banner – Article

Size: 300x250 pixels



Giga banner – Front page

Size: 980x480 pixels



Giga banner – Front page

Size: 980x480 pixels



Title banner – Article

Size: 930x180 pixels

Creation of banners

Creation of banners is free, when you order for a period of minimum two months.

Otherwise, the price is 500 kr. per banner. If you wish to create the banner yourself, you have to make them in either GIF, JPG or HTML5.

Specifications for HTML5 banners

Upon delivery of HTML banners we should receive the zip file with all the source material.

The max. file size for Zip files is 10 MB. HTML5-files can only be used for banners on the portal.

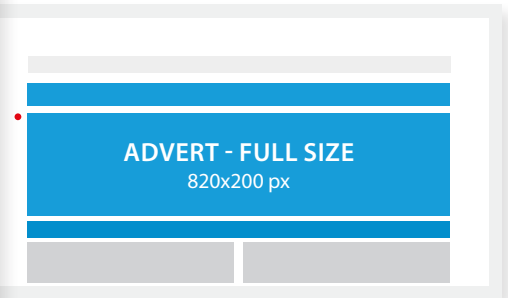
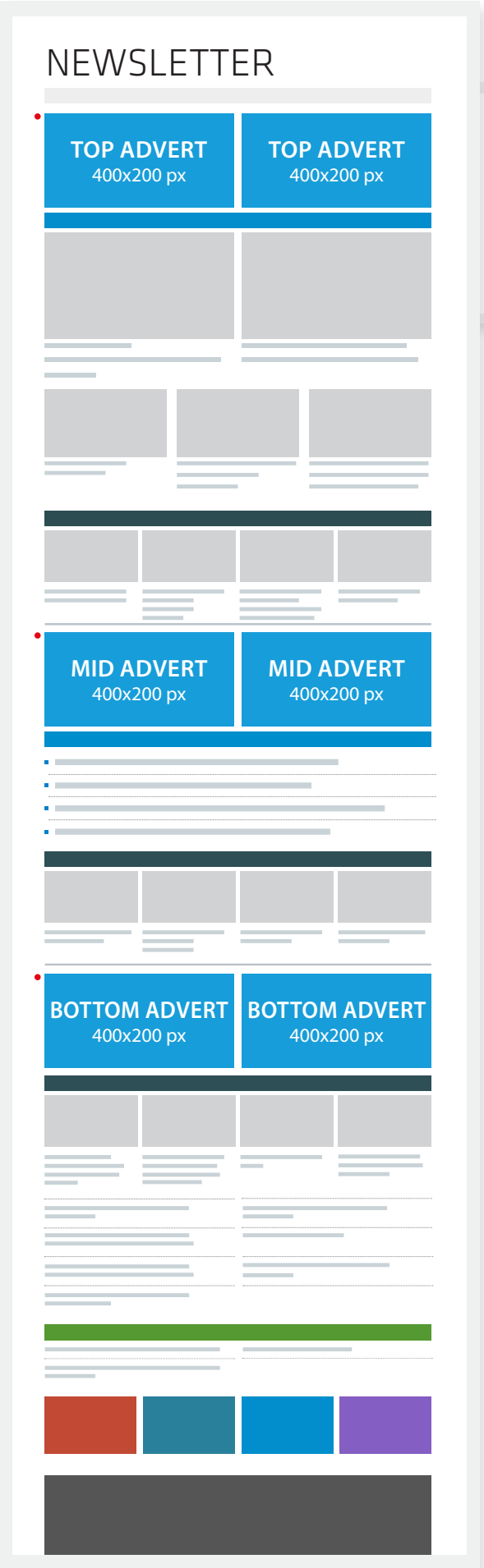
Newsletter adverts are static gif or jpg files only.

Banners on the portal share space with up to 3 others. However, title banners and content banners are left alone, while sticky banner shares space with up to 2 others.

Banners rotate at page breaks.

* Sticky, corner banner og sidebanner are only shown on a desktop.

All stated prices are member prices per month.



ADVERT – NEWSLETTER
PLASTFORUM

The advertisements in the newsletter are so significant that almost every reader notice them. The newsletter is sent out by email. PlastForum is published every Tuesday and Thursday at 11 am.

- **Top advert – Full size (820x200 pixels)**
Type: Static advert
File format: Jpg, gif or png – max. 50 kB.
Price per announcement: 4.000 kr.
- **Top advert (400x200 pixels)**
Type: Static advert
File format: Jpg, gif or png – max. 50 kB.
Price per announcement: 2.000 kr.
- **Mid advert (400x200 pixels)**
Type: Static advert
File format: Jpg, gif or png – max. 50 kB.
Price per announcement: 1.500 kr.
- **Bottom advert (400x200 pixels)**
Type: Static advert
File format: Jpg, gif or png – max. 50 kB.
Price per announcement: 1.000 kr.

All stated prices are member prices per month.

It is NOT possible to send animated files.

Why use us?

Great industry focus

Make your company visible both editorial and marketing

Keep up to date and keep up with your competitors

Reaching the makers

Increased traffic through search engines such as Google

Increased awareness and visibility in the market

Multimedia solutions



CONTACT INFORMATION

Opening hours:

Monday - Friday, 08: 00 am - 16: 00 pm

Tel.: +47 98 69 89 59

E-mail: post@nordiskemedier.no

www.plastforum.no

Address:

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Postboks 24 Nydalen, N-0412 Oslo

CVR: 824 562 342