

PLAST

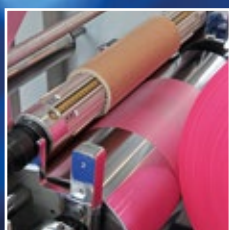
FORUM

plastforum.se

*Updated with the new
digital platform!*

- ✓ **Magazine**
- ✓ **Newsletter**
- ✓ **Daily news**
- ✓ **Events**

Media info 2018



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

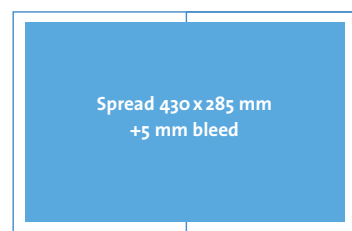
Now also on Facebook & Twitter



Preliminary editorial programme 2018

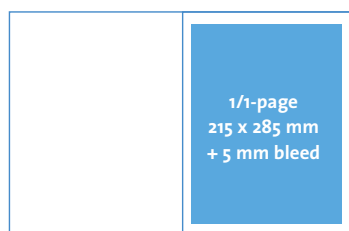
Issue	Publ. date	Material	Theme
1	February 15	January 25	Focus Injection Moulding / Lightweight materials
2	March 28	March 7	Medical Technology / PUR & Elastomers
3	May 3	April 11	Exhibition issue Elmia Polymer / Machinery & Automation
4	June 14	May 23	Polymers in Automotive / Moulds
5	September 24	September 3	Exhibition issue Scanpack - Packaging / Machinery & Automation
6	November 1	October 11	Exhibition issue Elmia Subcontractor / Lightweight materials
Insert 6	November 1	October 11	Test equipments for Plastic and Rubber materials
7	December 11	November 20	Polymers in Automotive / Medical Technology
Insert 7	December 11	November 20	Calendar 2019 – The Polymer Industries Fairs and events

Advertising rates



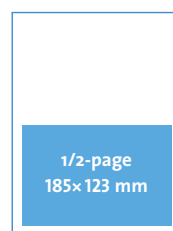
Spread

SEK 59,700

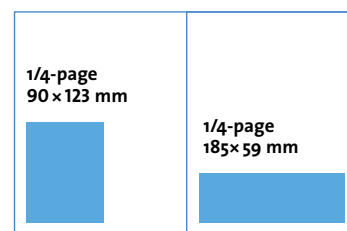


1/1-page

SEK 36,500

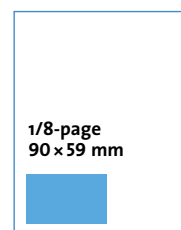


1/2-page SEK 22,200



1/4-page

SEK 12,500



1/8-page SEK 6,800

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



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 320
SEK 370
SEK 390
SEK 590
SEK 110
SEK 160

JOB ADVERTISEMENT

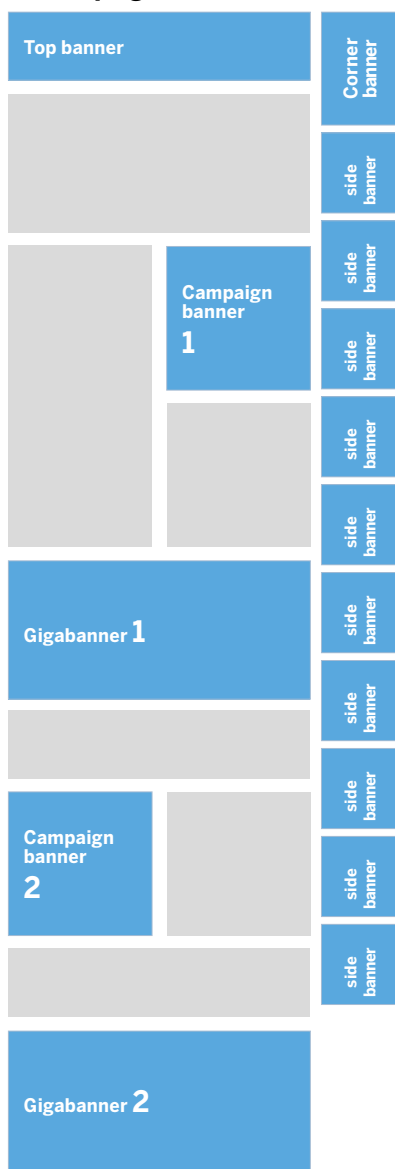
Standard package includes:

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

Ad format & prices web/newsletter

Homepage



Top banner 930x180 px SEK 9 000 / month
 Corner banner 150x300 px SEK 4 750 / month
 Side banner 150x175 px SEK 1 400 / month
 Campaign banner 1 480x480 px... SEK 7 250 / month
 Campaign banner 2 480x480 px... SEK 6 000 / month
 Gigabanner 1 980x480 px SEK 9 000 / month
 Gigabanner 2 980x480 px SEK 6 000 / month

All banners should be responsive.
 Animations should last within 20 seconds.
 Ad design is included in the price.

Native Advertising

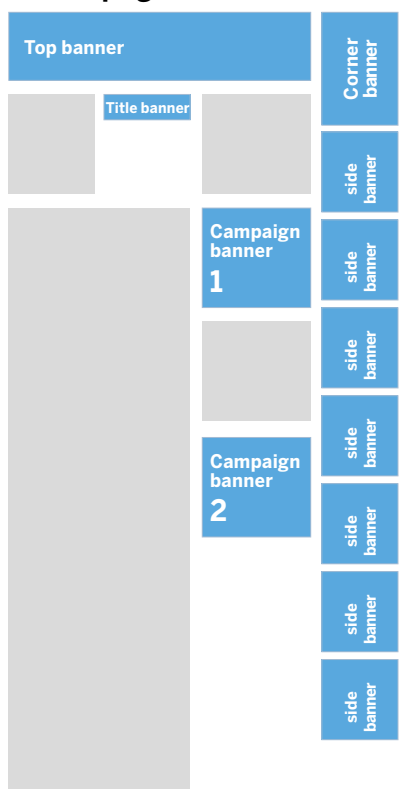
Native Advertising is a sponsored text on plastforum.se that is marked as an ad. The content is designed so that the reader perceives it as a natural part of the platform. The sponsored content should, for maximum effect, be relevant to the target audience and add value to the reader.

Material

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



Articlepage

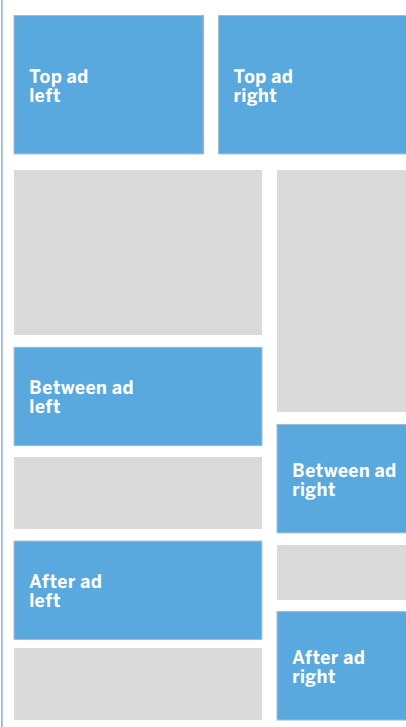


Top banner 930x180 px SEK 9 000 / month
 Corner banner 150x300 px SEK 4 750 / month
 Side banner 150x175 px SEK 1 400 / month
 Title banner, statisk 200x60 px .. SEK 9 500 / month
 Campaign banner 1, 300x250 px .. SEK 5 750 / month
 Campaign banner 2, 300x250 px .. SEK 4 500 / month

Type of files (Applies to both Home & Article page)
 Static jpg, max 75 kb
 Animated gif, max 75 kb
 Html (Full Source Zip)
 Script



Newsletter



Top ad left 400x200 px SEK 2 000 / day
 Top ad right 400x200 px SEK 2 000 / day
 Between ad left 490x147 px SEK 1 500 / day
 Between ad right 310x235 px SEK 1 500 / day
 After ad left 490x147 px SEK 1 000 / day
 After ad right 310x235 px SEK 1 000 / day

Type of files
 Static jpg, gif eller png.

All banners should be static.
 Ad design is included in the price.

Membership SEK 6,800/year

All advertising prices are member prices.
 Prices for non-members are double.

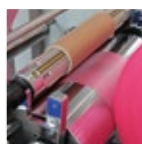
Member package

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 15,000

PLAST

FORUM



We live in a world where market conditions change rapidly. In order to maintain the position of your company and not be outdated or losing ground, it's important to interpret and detect trends at an early stage, take part of the most important news, and keep track of what the competitors are doing.

Our target is to be a trend detector for companies working in the Swedish plastics and rubber industry.

A toolbox filled with the latest trends, most important news, current conferences and events - so you can be able to make more accurate predictions.

Welcome to yet another year with us at Plastforum.

Yours sincerely,

Malin Folkesson, Editor in chief, Plastforum

Technical information

Magazine format: 222 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 2018

JEC World	Paris, France	March 6–8
NordBygg	Älvsjömässan, Sweden	April 10–13
Elmia Polymer	Jönköping, Sweden	May 15–18
Fakuma	Friedrichshafen, Germany	October 16–20
Scanpack	Göteborg, Sweden	October 23–26
Composites Europe	Stuttgart, Germany	November 6–8
CompaMed	Düsseldorf, Germany	November 12–15
Elmia Subcontractor	Jönköping, Sweden	November 13–16

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