

PLAST

FORUM

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- ✓ Magazine
- ✓ Web
- ✓ Newsletter
- ✓ Events



@Plastforum

Media info 2023

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

Preliminary editorial programme

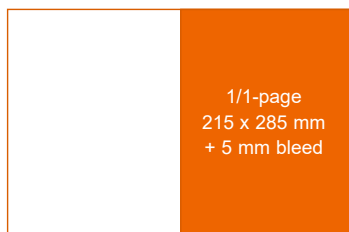
Nr	Utgivning	Materialdag	Tema
1	February 16	January 26	PUR & Elastomers / Composites
2	March 23	March 2	Machinery & Automation /Polymers
3	May 3	April 12	Exhibition issue: Plastteknik / 3d-print
4	June 15	May 25	Moulds / Extrusion
5	September 28	September 5	Exhibition issue: Fakuma /Digitalisation
6	October 31	October 12	Exhibition issue: Elmia Subcontractor /processing companies
7	December 7	November 16	Polymers in Automotive / Medical Technology
Bilaga 7	December 7	November 16	Calender 2024

Advertising rates



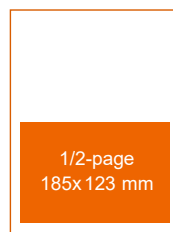
Spread

SEK 68 655

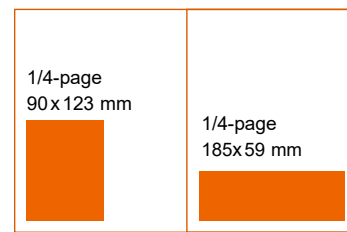


1/1-page

SEK 44 275

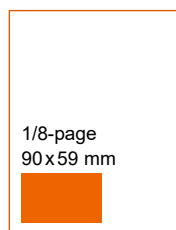


1/2-page SEK 27 025



1/4-page

SEK 15 595



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 calender 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 calender 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, animerad: 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, animerad: 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.

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Material

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

Newsletter

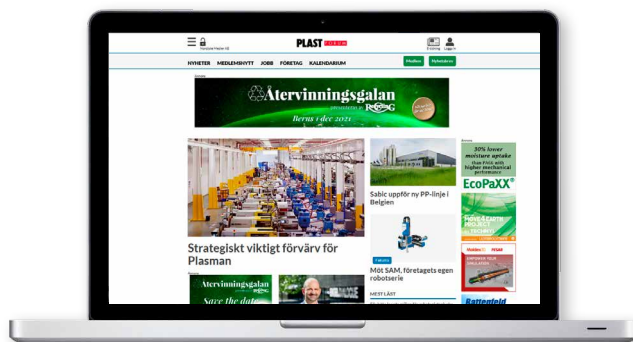
Newsletter, prices per day

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 22 770

PLAST FORUM

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 53 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 2023

Chinaplas	Shenzhen, China	April 17-20
JEC World	Paris, France	April 25-27
Interpack	Düsseldorf, Germany	May 4-10
Plasttechnik Nordic	Malmö, Sweden	May 10-11
Moulding Expo	Stuttgart, Germany	June 13-16
PLAST	Milan, Italy	September 5-8
Hi Tech & Industry Scandinavia	Herning, Denmark	October 3-5
Fakuma	Friedrichshafen, Germany	October 17-21
CompaMed	Düsseldorf, Germany	November 13-16
Elmia Subcontractor	Jönköping, Sweden	November 14-16

Reservation for changes that the event organizer may take.

For more information about each fair, go to www.plastforum.se

Contacts

Editor-in-Chief

Malin Folkesson

+46 (0)709-75 99 33

malin.folkesson@nordiskemedier.se

Editor

Martin Wänerholm

+46 (0)709-75 99 30

martin.wanerholm@nordiskemedier.se

Marketing Manager

Lotta Hylén

+46 (0)736-82 53 27

lotta.hylen@nordiskemedier.se

