



Metal Supply

Media Information 2023

Part of Nordiske Fagmedier

www.metalsupply.no

ABOUT NORDISKE FAGMEDIER AS

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

Nordiske Fagmedier AS publishes the following media:

Print:

Fagbladene Maskinregisteret, TransportMagasinet, AnleggsMagasinet and Bruktnytt.

Digitally:

www.metalsupply.no, www.tungt.no,
www.buildingsupply.no, www.plastforum.no,
www.maskinregisteret.no og www.mascus.no

After the merger, the Norwegian company has 18 employees and a turnover of just over NOK 30 million. Owners are Egmont Publishing as (75%) and Nordiske Medier A/S (25%).

Our members and advertisers have a unique opportunity to get in touch with key people through the newsletters and portals.

Read more about www.nordiskemedier.dk

Read more about www.storyhouseegmont.no



FACTS METAL SUPPLY

Metal Supply is a digital medium where suppliers, subcontractors and purchasing companies within oil, gas, wind power, the shipbuilding industry, machinery and aquaculture can easily come into contact with each other.

Here you will find information about other nearby companies in the industry. You can buy/sell new and used products and machines, write your own news articles and much more through a membership.

In Norway, we focus particularly on subcontractors and suppliers. In addition to this, Metal Supply provides a unique opportunity to keep up to date with the industry with our daily newsletter.

Metal Supply aims to be the leading media within metal, offshore, mariculture and other Norwegian landbased industry in terms of effective contact and information sharing.

TARGET

Users of Metal Supply

Directors, Product Managers, Purchasing Managers, Development bosses, engineers, developers, project managers, sales and marketing managers.

Metal Supply uses so-called permission marketing, which is extremely effective in digital marketing.

About. 8.300 receive the newsletter every day. Everyone has been contacted and has accepted the offer to read daily news.

Editorial content

Metal Supply writes about every link in the value chain

- ✓ Oil, gas- and wind power industry, shipyard industry, aquaculture and other Norwegian land-based industry
- ✓ B2B
- ✓ Text, photo and live pictures/video

The distribution of readers of the newsletter



The distribution of readers according to position



MEMBERSHIP - METAL SUPPLY

Effective and targeted marketing

MEMBERSHIP

A membership at Metal Supply means greater digital visibility for your company and makes it easier for potential customers to find you.

13.800 kr/år

You get your own profile where you can:

- ✓ Write your own news articles
- ✓ Post ads with pictures/video on purchases and sales, positions, courses, companies, fairs
- ✓ Publish an unlimited number of cases
- ✓ Advertise on metalsupply.no at member price
- ✓ Exclusive member content that you won't find anywhere else
- ✓ Possibility for readers to find products/services that members have posted

DIGITALLY

Nordiske Fagmedier has a wide range of industry portals.
All our media are published digitally on their respective portals.

Average visits per monthly www.metalsupply.no

DESKTOP	
Users:	19.000
MOBIL	
Users:	21.000
TABLET	
Users:	2.000
TOTAL	
Users:	42.000
Pageviews:	101.000



Top banner full size



Type: W: 1800 px x H: 450 px
Mobil: W: 468 px x H: 300 px
Size: max. 250 kB
Price: NOK 18.500

Side banner



Side banner*
Type: W: 200 px x H: 175 px
Size: max. 90 kB
Price: NOK 3.000

Campaign banner



Campaign banner 1 and 2
Type: W: 300 px x H: 250 px
Mobil: W: 300 px x H: 250 px
Size: max. 70 kB
Price pos. 1: NOK 8.500
Price pos. 2: NOK 7.500

Giga banner



Giga banner 1 and 2
Type: W: 980 px x H: 250 px
Mobil: W: 468 px x H: 300 px
Size: max. 150 kB
Price pos. 1: NOK 10.000
Price pos. 2: NOK 7.500

Top banner



Type: W: 980 px x H: 150 px
Mobil: W: 468 px x H: 300 px
Size: max. 90 kB
Price: NOK 16.500

Sticky banner



Sticky banner*
Type: W: 240 px x H: 400 px
Size: max. 90 kB
Price: NOK 11.000

Billboard



Type: W: 980 px x H: 300 px
Mobil: W: 468 px x H: 300 px
Size: max. 150 kB
Price: NOK 17.500

Corner banner



Corner banner*
Type: W: 200 px x H: 300 px
Size: max. 90 kB
Price: NOK 6.500

ADVERTISING

Banners rotate on page change.

Banners are delivered in either jpg, png, gif, script or HTML5, as well as the option of a video banner.

Prices per monthly for members.

* Sticky banner, corner banner and side banner are only displayed on desktop.

ADVERTISING ON ARTICLE PAGE

Article banner



Type: W: 660 px x H: 200 px
Size: max. 100 kB
Price:.....NOK 8.000

Title banner



Type: W: 300 px x H: 60 px
Size: max 20 kB
Price:.....NOK 7.500

Inread banner



Type: W: 300 px x H: 250 px
Size: max 20 kB
Price:.....NOK 7.500

ADVERTORIALS

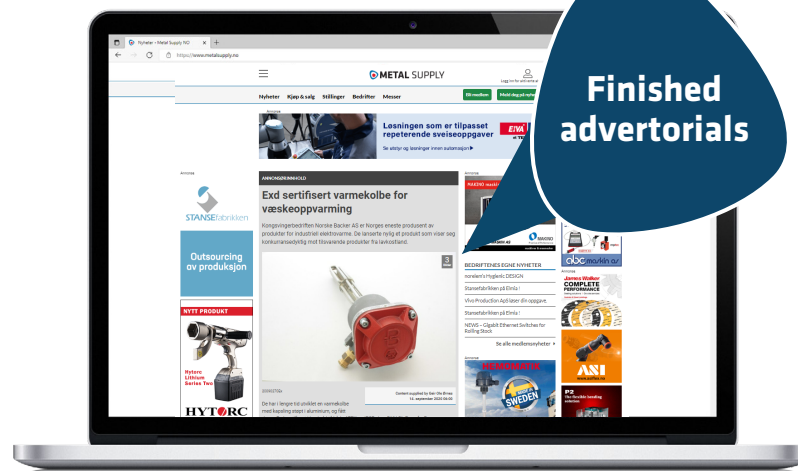
Tell your story and get it read by the right target group.

Advertised article on the news page.
Write your own content.

The advertorial is out for a week, Monday to Sunday.
Placement in the newsletter among other articles.

Possibility of professional help to write the article.
Contact us for more info.

Price per week: **NOK 7.000,- +**
possibly help with editorial text



ADVERT - NEWSLETTER

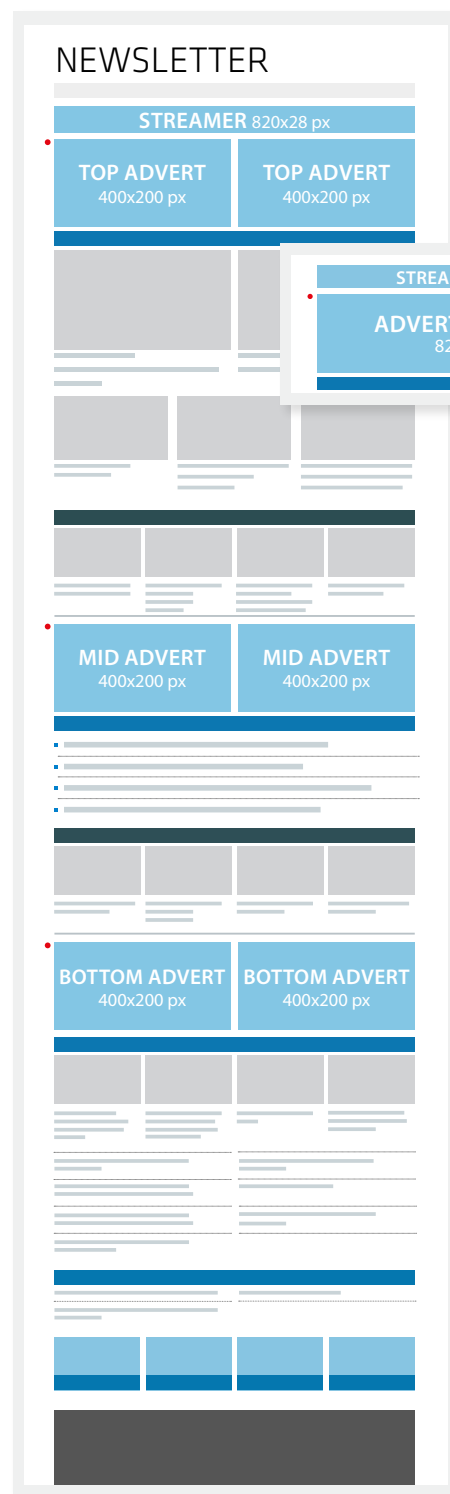
All our media have a newsletter with industry-specific news. The newsletters all have a large, loyal group of recipients and we have a constant access of new recipients.

Those who receive are mainly decision makers - directors, product managers, sales managers, purchasing managers.

Recipient of the newsletter
Metal Supply: 8.300
Release: Every day, Monday to Friday.

Specifications for advertisements in the newsletter:
The ads are static.
File format jpg, gif or png.
Finished file is a maximum of 50 kB.

Prices are for members.



Streamer

Type: W: 820 x H: 28 px
Jpg, gif or png – max. 50 kB.
Price per week:..... NOK 8.000

Advert full size

Type: W: 820 x H: 200 px
Jpg, gif or png – max. 50 kB.
Price per week:..... NOK 8.000



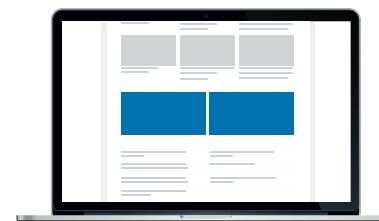
Top advert

Type: W: 400 x H: 200 px
Jpg, gif or png – max. 50 kB.
Price per release:..... NOK 4.000



Mid advert

Type: W: 400 x H: 200 px
Jpg, gif or png – max. 50 kB.
Price per release:..... NOK 2.500



Bottom advert

Type: W: 400 x H: 200 px
Jpg, gif or png – max. 50 kB.
Price per release:..... NOK 1.500

Nordiske Fagmedier consists of:

 **METAL SUPPLY**

 **BUILDING SUPPLY**

 **tungt**

PLAST **FORUM**

MR MASKINREGISTERET

RITCHIE BROS.
MASCUS[®]

 **Nordiske Fagmedier**

CONTACT INFORMATION

Support business members

Support bannere

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www.metalsupply.no