



# **Metal Supply**

## Media Information 2024

Part of Nordiske Fagmedier

[www.metalsupply.no](http://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](http://www.metalsupply.no), [www.plastforum.no](http://www.plastforum.no), [www.tungt.no](http://www.tungt.no), [www.maskinregisteret.no](http://www.maskinregisteret.no) and [www.mascus.no](http://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](http://www.nordiskemedier.dk)

Read more about [www.storyhouseegmont.no](http://www.storyhouseegmont.no)

 Nordiske Fagmedier

**story  
house**  
EGMONT

## 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.

The number of recipients thus reflects the main the party of the industry's key people.

Metal Supply covers the oil, gas and wind power industries, the shipbuilding industry, aquaculture, the process industry, robots and other Norwegian land-based industries.

### 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
- ✓ Process industry
- ✓ Innovation
- ✓ Raw materials and energy prices
- ✓ B2B
- ✓ Text, photo and live pictures/video

The distribution of readers of the newsletter: Finished manufacturers, suppliers, subcontractors, advisers and consultants.

## 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.

NOK 13.800/year

You get your own profile where you can:

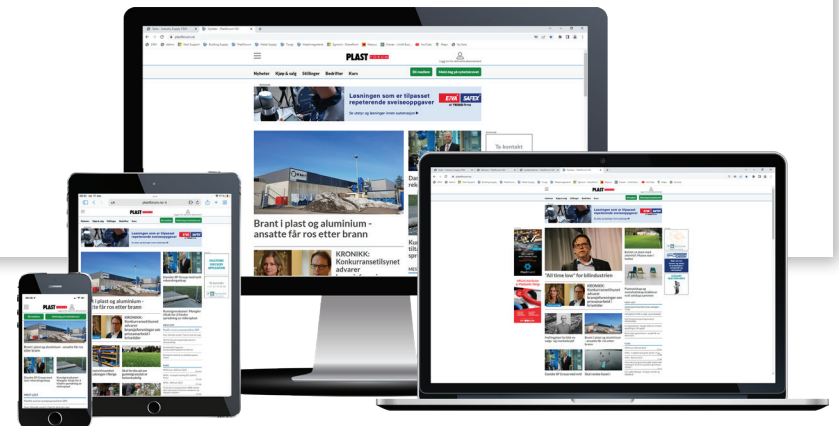
- ✓ Write your own news articles
- ✓ Post ads with pictures/video on purchases and sales, positions, courses, companies, fairs
- ✓ Publish an unlimited number of sales ads
- ✓ Advertise on metalsupply.no at member price
- ✓ Exclusive member content that you won't find anywhere else
- ✓ Possibility for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

### MEMBERSHIP+

With membership+, you get help with publishing, use the marketing tool and become more visible in the industry.

NOK 21.800/year

- ✓ With a membership+ you get help to get started
- ✓ You get help to create and publish sales advertisements for your products and share the news on our media
- ✓ Access to all the benefits of a membership



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 23.500

Side banner



Side banner\*  
Type: W: 200 px x H: 175 px  
Size: max. 90 kB  
Price: ..... NOK 4.000

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 17.500

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 20.000

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

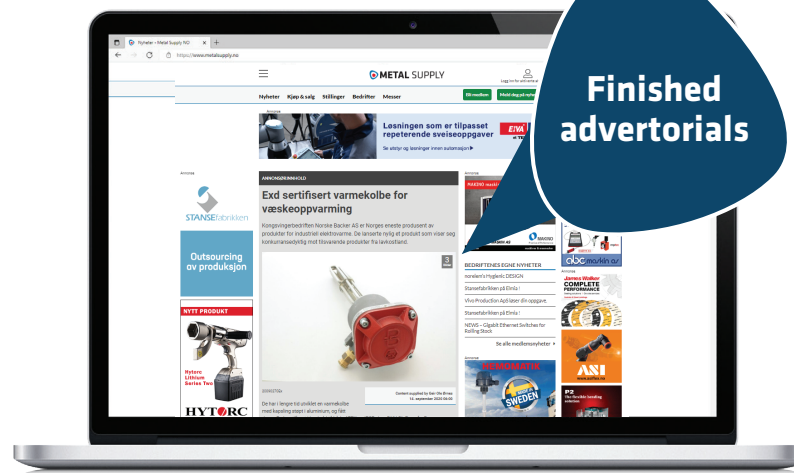
Tell your story and get it read by the right target group.

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.

### NEWSLETTER



#### 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's digital media consists of:

 **METAL SUPPLY**    **PLASTFORUM**

 **tungt**    **MR** MASKINREGISTERET    **RITCHIE BROS.**  
**MASCUS**

 **Nordiske Fagmedier**

## CONTACT INFORMATION

**Support business members**

**Support bannere**

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