

# 2022 MEDIA information

At **tungt.no** you meet your entire target group in the right and relevant context within transport, construction, and logistics.



**TRAFFIC NUMBER:**  
Over 1 million  
pageviews and  
250.000 users on  
average per. month



## TARGET GROUP

Actors and decision-makers at all levels with connections and interest in transport, construction, and logistics, both in the private and public sector. Tungt.no is available on desktop, tablet, mobile and Facebook. We can also offer co-advertising with the website Mascus.no where we also have defined target groups within agriculture, forestry machines and park and garden machines. It is possible to advertise to our target groups both on our own websites and in the Google Display network (major Norwegian websites, local newspapers, Youtube, etc.)

- Ask for more information

## FORMATS AND PRICES FOR tungt.no - per. section

Ad	Desktop	Mobil	Price (per month)
Top banner	980 x 150	468x300	NOK 16.000
Board 1	580 x 400	468x300	NOK 11.000
Board 2	580 x 400	468x300	NOK 9.000
Sky 1,2	180 x 500	468x150	NOK 8.000
Sky 3 (Sticky)	180 x 500	468x150	NOK 9.000
Box	300 x 250	150x125	NOK 5.000

All prices are per month and ex. VAT

## FORMATS AND PRICES FOR LOGISTIC

Ad	Desktop	Mobil	Price (per month)
Top banner	980 x 150	468x300	NOK 11.200
Board 1	580 x 400	468x300	NOK 7.700
Board 2	580 x 400	468x300	NOK 6.300
Sky 1,2	180 x 500	468x150	NOK 5.600
Sky 3 (Sticky)	180 x 500	468x150	NOK 6.300
Box	300 x 250	150x125	NOK 4.000

All prices are per month and ex. VAT

## ADVERTISING PACKAGES

We can offer exciting advertising packages where we combine target groups from Tungt.no and Mascus.no.

- The construction package
- Construction package + Agriculture
- Transport package
- Transport packages + truck
- Truck packages

- Ask for quotes

## CONTENT MARKETING

Content Marketing is an advertising product where you as an advertiser publish your own article on Tungt.no. Article is delivered "finished", or we can help you get in touch with people who can make the articles. We then adapt the article so that it can be published on tungt.no or in combination with our magazines. The article may contain fact boxes, and links linked to your own website. We also support video.

A Content article will be marked "Advertisement" in accordance with editorial responsibility and PFU rules.

- Contact us for prices and more information

## POSITION AVAILABLE

Meet the active and passive job seeker! By advertising in context, you can also reach the 90 percent who are not on the job hunt. We offer full job description, photo, and video support.

- Ask for quotes

## NEWSLETTER

Tungt.no keeps readers updated with their own newsletters every week. Here you can communicate directly to your target audience via an advertising banner in the newsletters. Distributed to approx. 7100 email addresses with an opening rate of 25-35%.

- Ask for quotes

## DESKTOP

## MOBIL

The image displays two side-by-side screenshots of the tungt.no website. The left screenshot shows the desktop version with a top banner, a board, and several sky and box ads. The right screenshot shows the mobile version with a top banner, a board, and several sky and box ads. The ads feature various images of construction equipment, trucks, and people, along with text descriptions.