



Media Information 2024

# Plastforum

A part of Nordiske Medier A/S

PLASTFORUM

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## Plastforum

We get close to the Danish plastics industry. The industry media [plastforum.dk](http://plastforum.dk) and the magazine Plastforum provide news, insights, and perspectives to the Danish plastic-producing and plastic-processing industry. We tell stories that inspire and deliver the best accounts from a creative and dedicated industry.

Plastforum.dk focuses on news delivered on a daily basis. We send out a newsletter every Tuesday and Thursday with an overview of the Danish plastics industry.

In our four annual editions of the printed magazine, Plastforum Magazine, we delve deep and go behind the news flow with reports, news, and background articles that provide perspective and insight into the trends shaping the industry. This includes everything from energy optimization in production, 3D printing, recycling, automation, tool manufacturing, injection molding, and blow molding, as well as other production methods.

We start with people, machines, and companies. We share good ideas and gauge progress, setbacks, technical challenges, material choices, and much more.

Our mission is to create enthusiasm and inspire the industry.

**Contact the editorial team**  
[redaktionen@plastforum.dk](mailto:redaktionen@plastforum.dk)  
[www.plastforum.dk](http://www.plastforum.dk)

# Target audience & statistics

Facts about Plastforum

Plastforum in numbers

Target Groups – Print

Target Groups – Online

# Facts about Plastforum

The magazine Plastforum is an industry media with a total circulation of **10,460**.

Plastforum’s newsletter is sent to over **5,600** individuals in the industry, and we currently have 88 member companies actively using Plastforum’s member portal in their daily operations. These companies are located throughout the country and are evenly distributed by company size.

The user profile and recipients of the newsletter are characterized by being decision-makers – primarily directors, procurement managers, production managers, and sales managers. In addition, there are also salespeople and buyers in general, as they use the newsletter to stay updated on what is happening with their customers and suppliers.

All recipients of our newsletter are relevant. We

continuously contact all key figures in the industry by phone to ensure that we are reaching the right target audience with our newsletter.

There is an ongoing turnover in the recipients of the newsletters due to job changes and similar circumstances. We unsubscribe recipients as we receive the newsletter back.



**TOTAL CIRCULATION**  
10,460 \*



**ONLINE VISITORS**  
9,011 visitors/month\*\*



**ONLINE VIEWS**  
14,056 views/month\*\*



**NEWSLETTER**  
Sent to 5,624 recipients



**NEWSLETTER**  
Open Rate (unique opens)  
32,06%

\* Print circulation and e-newspaper    \*\* plastforum.dk – May 2023

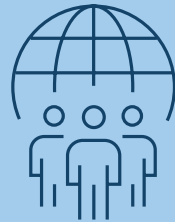
# Who reads Plastforum?



Over

71%

of our readers have rated  
Plastforum as a good or very  
good media



Over

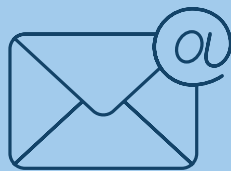
24%

of our readers are employed in  
a company with more than 100  
employees

**PLASTFORUM**

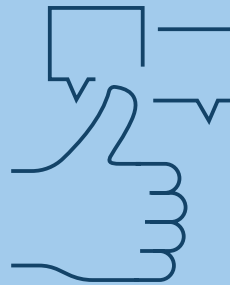
100%

of our readers see Plastforum  
as their primary source of  
information about the plastic  
industry



100%

of our readers think it is important to receive Plastforum's newsletter



Over  
67%

of our readers prefer to stay updated through Plastforum's newsletter

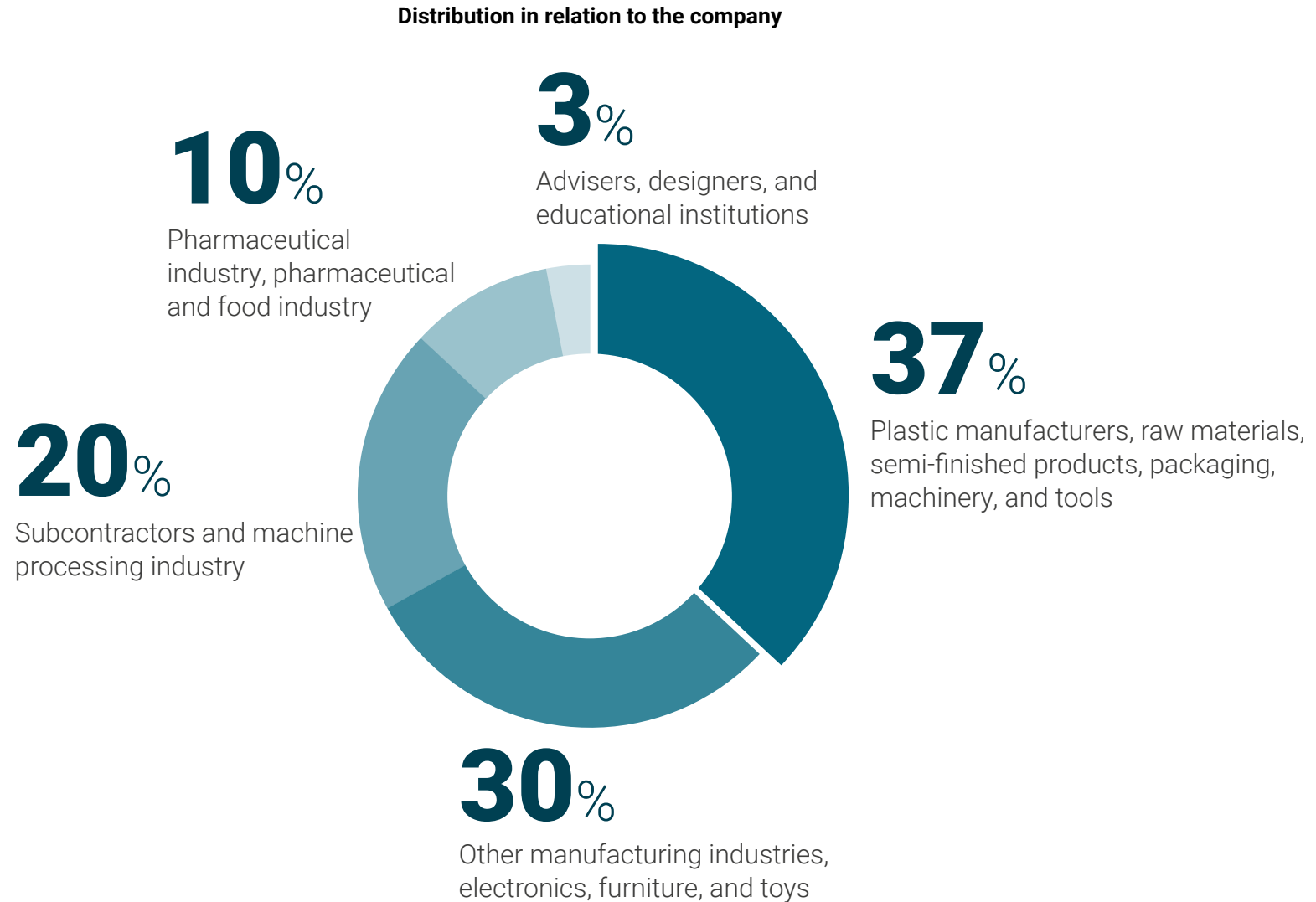


100%

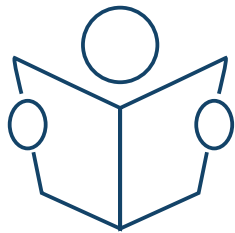
of Plastforum's newsletter recipients read half or all of the newsletter daily

\* Reader Survey 2023

## Target audience Print







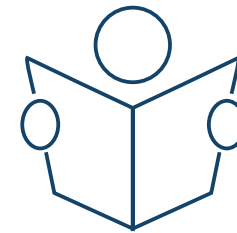
Over  
**55%**

of Plastforum's readers have to some extent or a high degree of influence on purchases in their company



Over  
**50%**

of Plastforum's readers believe that the most important aspect of their subscription is unlimited access to [plastforum.dk](https://plastforum.dk)



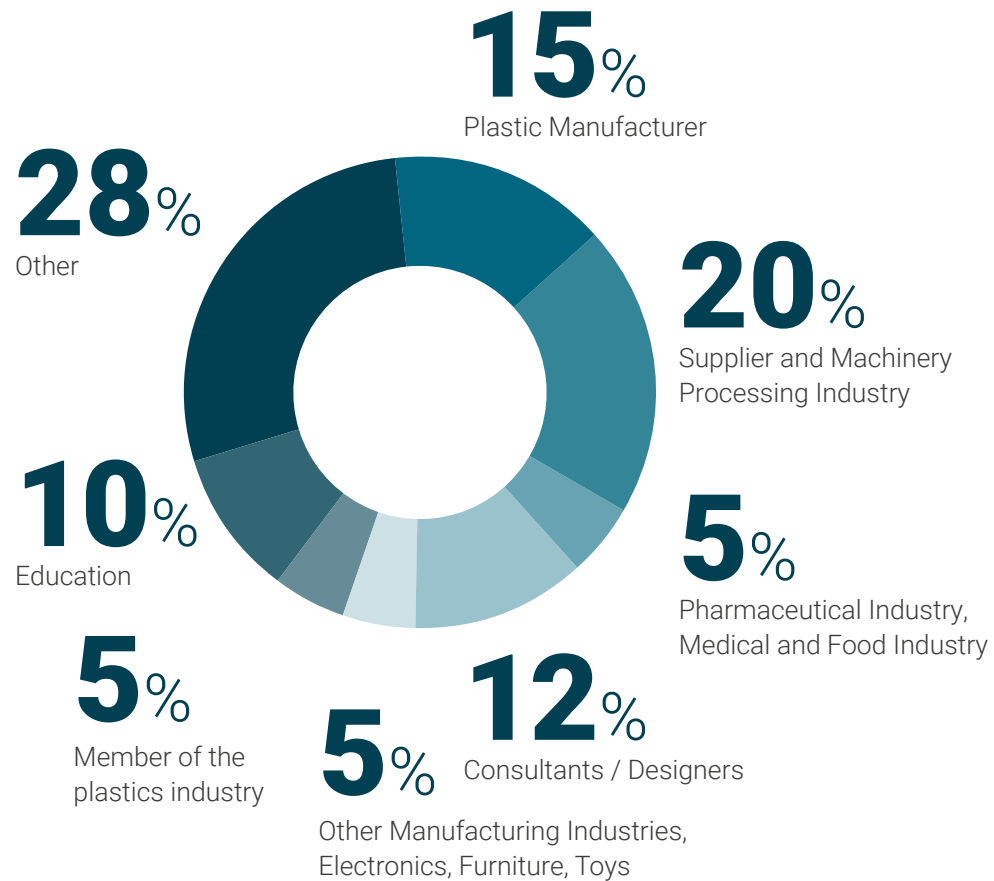
Over  
**78%**

of those who read Plastforum are between 50-59 years old

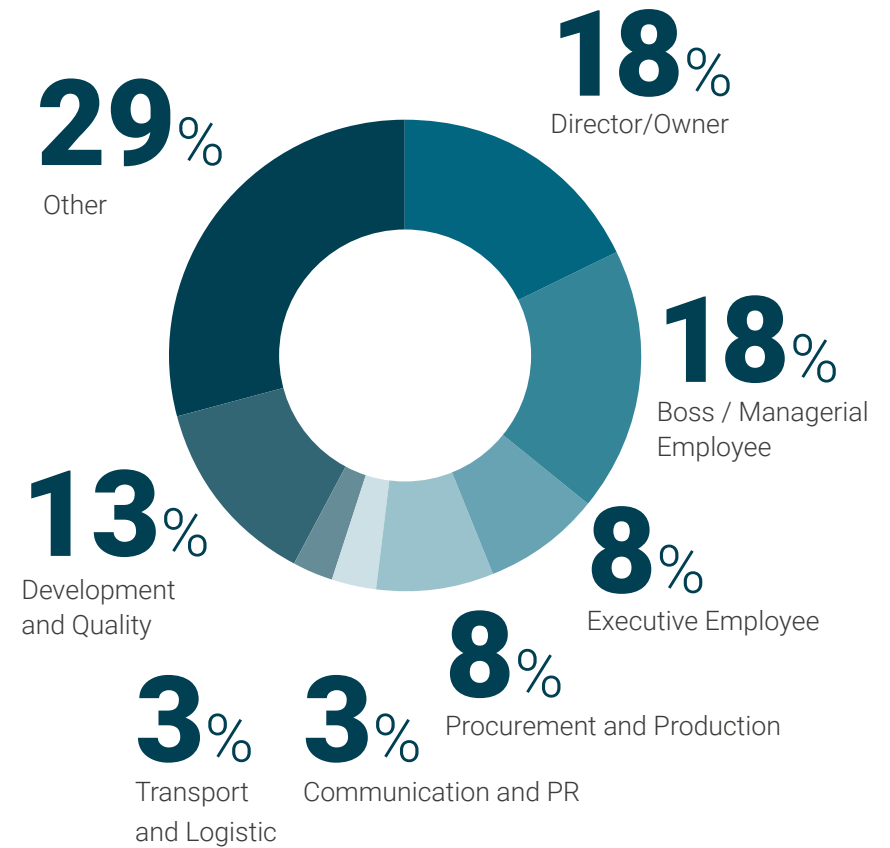
\* Reader Survey 2023

## Target audience Online

Distribution in relation to the company



Distribution in terms of position





Theme plan

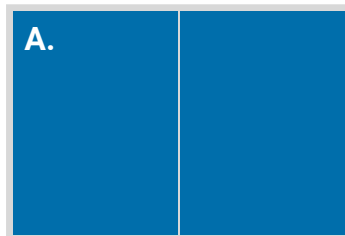
# The Plastic industry news-media

In our printed magazine, Plastforum Magazine, we delve into in-depth reports and background articles. Here, we explore the latest trends in the plastic industry, covering everything from injection molding, recycling, and 3D printing to automation, energy conservation, and machinery. Additionally, we provide an overview of news relevant to the industry

	Publication	Deadline
PlastForum No. 1	09-02-2024	26-01-2024
PlastForum No. 2	26-04-2024	12-04-2024
PlastForum No. 3	27-09-2024	13-09-2024
PlastForum No. 4	15-11-2024	01-11-2024



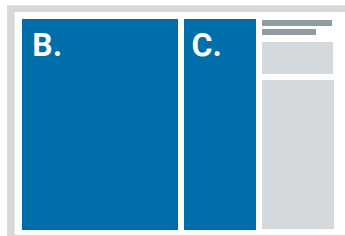
# Print Formats



## A. Advertisement Format

Format: W: 520xH:360 mm

Price: DKK 34,850



## B. 1/1 page

Format: W: 260xH:360 mm

Price: DKK 21.500



## C. 1/2 page Portrait Format

Format: W: 118 x H: 330 mm

Price: DKK 16.250



## D. 1/2 page Landscape Format

Format: W: 240 x H: 163 mm

Price: DKK 16.250

## E. 1/4 page 4 colors Size

Format: W: 118 x H: 163 mm

Price: DKK 11.000

Format A and B can go to the edge and must be received with a 5 mm bleed but without crop marks.

For technical specifications and conditions, please see the end of the media information.



# Online formats and specifications

## Banner advertising on the front page

Our site is responsive, and the banners adapt to the screen they are displayed on.

The banners share space with up to 3 others.

However, title banners are displayed alone, while sticky banners share space with up to 2 others.

The banners rotate with page changes.

All banners can be static or animated, in HTML5, gif, or script, except for the title banner. Animated banners are available in the formats: .jpg, .gif, .png, or HTML5.

\* Sticky banners, corner page banners, and side banners are only displayed on desktop.

For technical specifications and conditions, please refer to the back of the media information.

## Banner Advertising on the Front Page



1) Top banner  
Format: W: 930 pixels x H: 180 pixels  
Size: max. 70 kB  
Front page + other pages ..... 9,000 DKK



1.2) Billboard  
Format: W: 980 pixels x H: 540 pixels  
Size: max. 150 kB  
Front page + other pages ..... 17,000 DKK



2) Sticky banner\*  
Format: W: 240 pixels x H: 400 pixels  
Size: max. 90 kB  
Front page + other pages ..... 7,500 DKK



3) Corner banner\*  
Format: W: 200 pixels x H: 300 pixels  
Size: max. 70 kB  
Front page + other pages ..... 4,750 DKK



4) Side banner\*  
Format: W: 200 pixels x H: 175 pixels  
Size: max. 40 kB  
Front page + other pages ..... 1,400 DKK



5) Campaign banner – front page  
Format: W: 300 pixels x H: 250 pixels  
Size: max. 70 kB  
Front page pos. 5.1 - 5.3: ..... 5,750 DKK  
Front page pos. 5.2 - 5.4: ..... 3,750 DKK



5) Campaign banner 1&2 – other pages  
Format: W: 300 pixels x H: 250 pixels  
Size: max. 70 kB  
Other pages pos. 5.1 - 5.3: ..... 2,850 DKK  
Other pages pos. 5.2 - 5.4: ..... 2,250 DKK



6) Gigabanner 1&2  
Format: B: 980 pixels x H: 250 pixels  
Size: max. 150 kB  
Front page pos. 6.1: ..... 3,550 DKK  
Front page pos. 6.2: ..... 1,900 DKK

## Banner advertising on the article page

Our site is responsive, and the banners adapt to the screen they are displayed on.

The banners share space with up to 3 others.

However, title banners are displayed alone, while sticky banners share space with up to 2 others.

The banners rotate with page changes.

All banners can be static or animated, in HTML5, gif, or script, except for the title banner. Animated banners are available in the formats: .jpg, .gif, .png, or HTML5.

\* Sticky banners, corner page banners, and side banners are only displayed on desktop.

For technical specifications and conditions, please refer to the back of the media information.

## Banner advertising on the article page



1) Topbanner  
Format: W: 930 pixels x H: 180 pixels  
Size: max. 70 kB  
Article..... 9,000 DKK



7) Article banner  
Format: W: 660 pixels x H: 200 pixels  
Size: max. 100 kB  
Article..... 5,000 DKK



1.2) Billboard  
Format: W: 980 pixels x H: 540 pixels  
Size: max. 150 kB  
Article..... 17,000 DKK



8) Campaign Banner 1&2 – article  
Format: W: 300 pixels x H: 250 pixels  
Size: max. 70 kB  
Article pos. 8.1: ..... 5,750 DKK  
Article pos. 8.2: ..... 3,750 DKK



2) Sticky banner\*  
Format: W: 240 pixels x H: 400 pixels  
Size: max. 90 kB  
Article..... 7,500 DKK



3) Corner banner\*  
Format: W: 200 pixels x H: 300 pixels  
Size: max. 70 kB  
Article..... 4,750 DKK.



9) Title Banner  
Format: W: 300 pixels x H: 60 pixels  
Banner is static  
Size: max 20 kB  
Article..... 9,500 DKK



4) Side banner\*  
Format: W: 200 pixels x H: 175 pixels  
Size: max. 40 kB  
Article..... 1,400 DKK

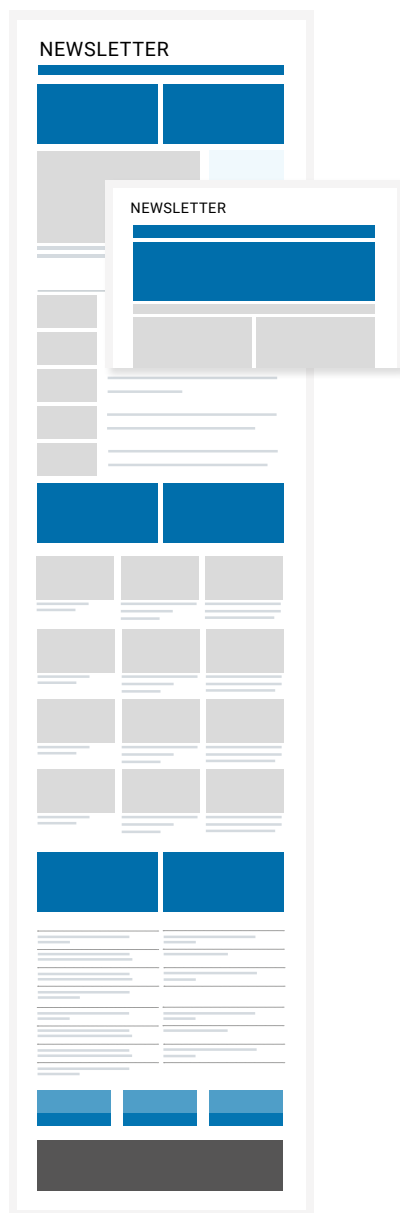
# Advertising in the newsletter

The newsletter is sent out to the industry via email and is read by decision-makers, buyers, and other professionals in the field who wish to stay updated on the industry's most current news.

General specifications for the advertisements in the newsletter are:

- Advertisements are static.
- Finished material should be provided in the file formats: .jpg, .gif, or .png.
- The finished graphic file must not exceed 50 kB in size.

For technical specifications and conditions, please refer to the end of the media information.



## Top Ad

Format: W: 400 x H: 200 pixels

Price per publication: ..... 2.000 kr.

## Full Size Top Ad

Format: W: 820 x H: 200 pixels

Price per publication: ..... 4.000 kr.

## Middle Ad

Format: W: 400 x H: 200 pixels

Price per publication: ..... 1.500 kr.

## Full Size Middle Ad

Format: W: 820 x H: 200 pixels

Price per publication: ..... 3.000 kr.

## Bottom Ad

Format: W: 400 x H: 200 pixels

Price per publication: ..... 1.000 kr.

## Full Size Bottom Ad

Format: W: 820 x H: 200 pixels

Price per publication: ..... 2.000 kr.



# Membership

## Medlemskab+

With a Membership+, you are connected to a media consultant who assists you in getting started and provides professional media advice, ensuring that you get the most out of your membership.

### Benefits of Membership+

- Access to all the advantages of a regular membership
- We set up your membership so you get off to a good start
- Assistance in creating sales advertisements for your products and sharing your news on our media
- Annual discussions and advice regarding target audiences, media and channel selection, and more.

## PREFERRED CHOICE

## Basic Membership

### Selected options with a membership include:

- Plan and share news posts on the membership portal.
- Post 1 news update per day in the media's newsletter.
- Unlimited creation of sales advertisements.
- Access to Market Overview: a tool that keeps you updated on the competitors you want to follow.
- Easy collaboration with multiple users linked to the same profile.

## NewsBooster

### Purchase NewsBooster for your membership and receive

- Assistance in building and showcasing your brand on the membership portal.
- A dedicated partnership where you'll be connected with one of Nordiske Medier's professional writers.
- The opportunity to ease your workload as we write and publish up to two stories per month about your company.
- Compelling and search engine-optimized content that strengthens your visibility to potential customers and partners.

**Contact us** for prices via email: [salg@nordiskemedier.dk](mailto:salg@nordiskemedier.dk)

# Technical Specifications - Online

## Deadline

The deadline is arranged with the graphic designer, who will provide the booked advertising campaign, specifications, and deadline. Delivery of Finished Material If finished material is provided, the deadline is 2 business days before the start.

The advertisement, including the link to the landing page, is sent directly to the email: [online@nordiskemedier.dk](mailto:online@nordiskemedier.dk).

## Graphic Assistance

If you need a graphic designer to assist with your design, the following requirements apply to images, logos, and text.

Images should be at least 80 DPI in the file formats .jpg, .tiff, .eps, .psd, and .png.

Logos and graphic elements are provided as .eps or .ai vector graphics. The text is sent separately in .docx format or in the email with the material. Material for our production should be received no later than 10 days before the advertising

campaign is scheduled to start. Banners are created for free when banners are ordered for a minimum of 2 months; otherwise, the price is 500 DKK per banner.

## Banner Advertising

Our site is responsive, and the banners adapt to the screen they are displayed on. Please note that the banners are legible on different screens.

The banners share space with up to 3 others. However, title banners are displayed alone, while sticky banners share space with up to 2 others.

The banners rotate with each page shift. All banners can be either static or animated – HTML5, gif, or script – except for the title banner. Banners are delivered in the following formats: .jpg, .gif, .png, or HTML5.

## Specific to HTML5 banners

When delivering HTML, we need to receive a zip file with the entire source material.

The zip file must not exceed 10 MB. It is advantageous for the HTML5 file to stay within a 20-second timeframe.

HTML5 files can only be used for banners on the portal, as the file type cannot be handled by email programs. If HTML and script banners are not made responsive, a fallback banner must be provided for use on mobile and tablet screens.

## Guidelines for advertisers

It must be clear to the readers what is an advertisement and what are articles written by the editorial team.

Therefore, advertisements should distinguish themselves from the layout - both on the portal and in the newsletter, so that readers are not misled and do not believe that an advertisement is an article written by the editorial team.

In general, advertisers are requested to use a different font than ours.

On the website, the word "Advertisement" automatically appears just above the banner, but when advertising in the newsletter, the word "Advertisement" should clearly appear at the top of the advertisement, if there is any doubt that it is an advertisement - so we comply with the legislation in this area.

If we consider the advertisement to be too close to the editorial texts, we will request a change in font and/or the addition of the company's logo, so that it is clear that it is an advertisement.

This is done to comply with the rules set out by the Consumer Ombudsman.

Furthermore, only advertising for one's own company and products is allowed - meaning no misleading or negative mention of competitors - in order to also comply with the Marketing Act.

# Technical specifications - Print

## Material

Material should be sent to:  
materiale@nordiskemedier.dk

## Compensation

Compensation for materials is negotiated individually, with a maximum of 5%.

## Cancellation Conditions

Cancellations and date changes must be made in writing at least 14 days before the publication date. If changes in the insertion plan result in the conditions for obtained discounts not being met, the improperly paid discount will be retroactively debited.

## Reproduction

If Nordiske Medier does not receive fully finished advertising material, the completion of the material will be invoiced at 0,5 DKK per millimeter.

## Formater

Newspaper Format .....	Trimmet
Column Height .....	360 mm
1 column.....	57 mm
2 columns.....	118 mm
3 columns.....	179 mm
4 columns.....	240 mm

1/1 page .....	260x360 mm
2x1/1 page (spread) .....	520x360 mm
Newspaper Paper Quality .....	70 grams
Number of columns .....	4

\*To the Edge:.....Not possible

\*On Special Supplements: 5 mm for trimming, but without crop marks.

## Complaints regarding color advertisements

For the printing of color ads, the newspaper assumes no responsibility for any minor deviations from the original material's colors. The newspaper reserves the right to reject complaints about ads where the material has been previously flagged as less suitable for reproduction or where the submission deadline has been exceeded.

## Specifications

Layout-fil: Adobe IDML fil InDesign. pakket med alle links.

## PDF

PDF file produced with Acrobat Distiller containing All fonts, images, graphics, and colors defined as CMYK (job settings for Acrobat Distiller can be requested).

For further details, refer to the Industry Standard for digital advertising material agreed upon

between DRRB, DFF, and DDPFF.

Various descriptions, setting files, etc., can be obtained at [www.kankanikke.dk](http://www.kankanikke.dk).

## Images/Illustrations/Graphics

Color: All Photoshop formats at a minimum of 300 dpi.

Black and White: All Photoshop formats at a minimum of 200 dpi.

Line Drawing: EPS and Ai. TIFF, EPS, and JPG at a minimum of 600 dpi. The "overprint" function must not be used.

## Colors

CMYK-defined (RGB and Pantone are converted to CMYK).

**Compression:** Stuffit, Zip.

## Other Matters

Refer to our terms and conditions on [www.nordiskemedier.dk](http://www.nordiskemedier.dk) or email from your consultant for further details.

# Nordiske Mediers Industry Media in Denmark

Nordiske Medier is the largest media house in the Nordic region within industry-specific media. With our industry-specific media, we cover all sectors of Nordic business and reach numerous industry professionals every day in various branches.



**Learn more** about all our trade media on [omos.nordiskemedier.dk](https://omos.nordiskemedier.dk).

Nordiske Medier  
Phone: +45 72 28 69 70  
Email: [info@nordiskemedier.dk](mailto:info@nordiskemedier.dk)  
CVR: 10150825