

PLAST FORUM



We live in a world where market conditions change rapidly. In order to maintain the position of your company and not be outdated or losing ground, it's important to interpret and detect trends at an early stage, take part of the most important news, and keep track of what the competitors are doing.

Our target is to be a trend detector for companies working in the Swedish plastics and rubber industry.

A toolbox filled with the latest trends, most important news, current conferences and events - so you can be able to make more accurate predictions.

Welcome to yet another year with us at Plastforum.

Yours sincerely,
Malin Folkesson, Editor in chief, Plastforum

Technical information

Magazine format: 222 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@mentoronline.se

Events 2018

JEC World	Paris, France	March 6–8
NordBygg	Älvsjömessan, Sweden	April 10–13
Elmia Polymer	Jönköping, Sweden	May 15–18
Fakuma	Friedrichshafen, Germany	October 16–20
Scanpack	Göteborg, Sweden	October 23–26
Composites Europe	Stuttgart, Germany	November 6–8
CompaMed	Düsseldorf, Germany	November 12–15
Elmia Subcontractor	Jönköping, Sweden	November 13–16

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PLAST FORUM

plastforum.se

Updated with the new
digital platform!

- ✓ Magazine
- ✓ Newsletter
- ✓ Daily news
- ✓ Events

Media info 2018



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

Now also on Facebook & Twitter



Preliminary editorial programme 2018

Issue	Publ. date	Material	Theme
1	February 15	January 25	Focus Injection Mouldning / Lightweight materials
2	March 28	March 7	Medical Technology / PUR & Elastomers
3	May 3	April 11	Exhibition issue Elmia Polymer / Machinery & Automation
4	June 14	May 23	Polymers in Automotive / Moulds
5	September 24	September 3	Exhibition issue Scanpack - Packaging / Machinery & Automation
6	November 1	October 11	Exhibition issue Elmia Subcontractor / Lightweight materials
Insert 6	November 1	October 11	Test equipments for Plastic and Rubber materials
7	December 11	November 20	Polymers in Automotive / Medical Technology
Insert 7	December 11	November 20	Calender 2019 – The Polymer Industries Fairs and events

Advertising rates

Spread 430 x 285 mm
+ 5 mm bleed

Spread

SEK 59,700

1/1-page
215 x 285 mm
+ 5 mm bleed

1/1-page

SEK 36,500

1/2-page
185x123 mm

1/2-page

SEK 22,200

1/4-page
90 x 123 mm

1/4-page

SEK 12,500

1/4-page
185x59 mm

1/4-page

SEK 12,500

1/8-page
90 x 59 mm

1/8-page

SEK 6,800

Cover Pages – 215 x 285 mm (+5 mm bleed)
Inside front cover page SEK 37,200
Inside back cover page SEK 31,600
Back cover page SEK 39,200
Please allow space for address print (30 mm) at the top.

Inserts (incl postage and inserting)
2 page SEK 25,900
4 page SEK 28,900

NOTE!
New
Ad sizes

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.

	Price per Month
Standard Entry: (Name, address, phone, e-, webaddress)	SEK 320
Company name in bold type	SEK 370
Company name and tel. no in red	SEK 390
Logotype incl 4-colour	SEK 590
Extra line	SEK 110
Links	SEK 160

Bookings are per calender year and remain in force until cancelled.

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

Ad format & prices web/newsletter

Homepage

Top banner

Campaign banner 1

Gigabanner 1

Campaign banner 2

Gigabanner 2

Corner banner

side banner

side banner

side banner

side banner

side banner

side banner

side banner

side banner

side banner

Top banner 930x180 px SEK 9 000 / month
Corner banner 150x300 px SEK 4 750 / month
Side banner 150x175 px SEK 1 400 / month
Campaign banner 1 480x480 px...SEK 7 250/ month
Campaign banner 2 480x480 px...SEK 6 000/ month
Gigabanner 1 980x480 px SEK 9 000/ month
Gigabanner 2 980x480 px..... SEK 6 000/ month

All banners should be responsive.
Animations should last within 20 seconds.
Ad design is included in the price.

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.

Material

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

Articlepage

Articlepage

Top banner

Title banner

Campaign banner 1

Campaign banner 2

Gigabanner 2

Corner banner

side banner

side banner

side banner

side banner

side banner

side banner

side banner

side banner

side banner

Top banner 930x180 pxSEK 9 000 / month
Corner banner 150x300 pxSEK 4 750/ month
Side banner 150x175 pxSEK 1 400/ month
Title banner, statisk 200x60 px .SEK 9 500 / month
Campaign banner 1, 300x250 px..SEK 5 750/ month
Campaign banner 2, 300x250 px .SEK 4 500/ month

Type of files (Applies to both Home & Article page)
Static jpg, max 75 kb
Animated gif, max 75 kb
Html (Full Source Zip)
Script

Newsletter

Newsletter

Top ad left

Top ad right

Between ad left

Between ad right

After ad left

After ad right

Top ad left 400x200 px.....SEK 2 000 / day
Top ad right 400x200 pxSEK 2 000 / day
Between ad left 490x147 px..... SEK1 500 / day
Between ad right 310x235 px..... SEK1 500 / day
After ad left 490x147 px SEK1 000 / day
After ad right 310x235 px SEK1 000 / day

Type of files
Static jpg, gif eller png.
All banners should be static.
Ad design is included in the price.

Membership
SEK 6,800/year

All advertising prices are member prices.
Prices for non-members are double.

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 15,000