











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 In order to maintain the position of your company and not be outdated or losing ground, it's important to interpret and detect trends at an early stage, take part of the most important news, and keep track of what the competitors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 2016	
JEC World	

JEC World	Paris, France	March 6–8
NordBygg	Älvsjömässan, 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

Contacts

Editor-in-Chief

Malin Folkesson +46 (0)42-490 19 22 malin.folkesson@mentoronline.se

Freelance Editor

Ylva Sjönell ylva.sjonell@mentoronline.se

Projectmanager Event

Erica Martins +46 (0)73-682 53 25 erica.martins@mentoronline.se

Marketing Manager

Ulrika Järnåsen +46 (0)42-490 19 27 ulrika.jarnasen@mentoronline.se

Media Sales

Ingela Engman +46 (0)325-340 80 engmanengman@telia.com

Business Area Manager Industry

Christel Frost +46 (0)42-490 19 61 christel.frost@mentoronline.se





Mentor Communications AB | Box 72001, SE-181 72 Lidingö Tel +46 (o)8-670 41 00 | Fax +46 (o)8-661 64 55 | Org.nr 556259-1197 | www.mentornewsroom.se

plastforum.se

Updated with the new digital platform!

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

Media info 2018











ER IND<mark>USTRY IN SWEDEN</mark>/SCANDINAVIA



Preliminary editorial programme 2018

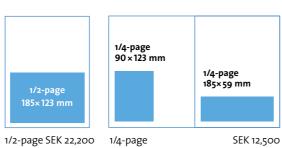
Issue	Publ. date	Material	Theme
1	February 15	January 25	Focus Injection Mouldning / Lightweight materials
2	March 28	March 7	Medical Technology / PUR & Elastomers
3	Мау 3	April 11	Exhibition issue Elmia Polymer / Machinery & Automation
4	June 14	May 23	Polymers in Automotive / Moulds
5	September 24	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









1/8-page 90×59 mm

1/8-page SEK 6,800

Cover Pages - 215 x 285 mm (+5 mm bleed) Inside front cover page SEK 37,200 SEK 31,600 Inside back cover page SEK 39,200 Back cover page

Inserts (incl postage and inserting)

2 page SEK 25,900 4 page SEK 28,900

Price per Month

SEK 320

SEK 370

SEK 390

SEK 590

SEK 110

SEK 160



Suppliers Guide

Please allow space for address print (30 mm) at the top.

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.

SEK 36,500

Standard Entry: (Name, address, phone, e-, webaddre Company name in bold type Company name and tel. no in red Logotype incl 4-colour Extra line Links	ess)
--	------

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

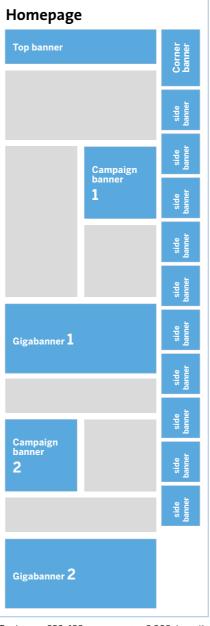
JOB ADVERTISEMENT

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



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 1480x480 px... SEK 7 250/ month Campaign banner 2 480x480 px..SEK 6 000/ month Gigabanner 1980x480 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.

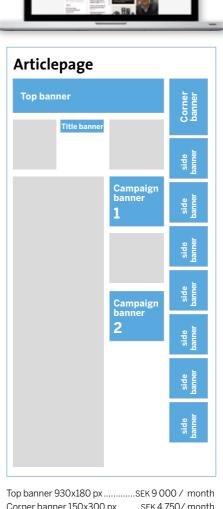
Native Advertising

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





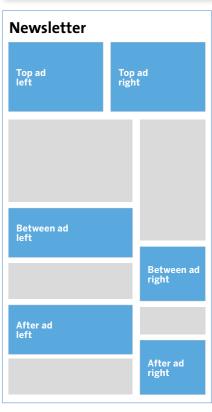
Corner banner 150x300 pxSEK 4 750/ month Side banner 150x175 px...... .SEK 1400/month Title banner, statisk 200x60 px .SEK 9 500 / month Campaign banner 1, 300x250 px.. SEK 5 750/ month Campaign banner 2, 300x250 px SEK 4 500/ month

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

> Membership SEK 6,800/year

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





Top ad left 400x200 px	.SEK 2 000 / day
Top ad right 400x200 px	.SEK 2 000 / day
Between ad left 490x147 px	. SEK 1500 / day
Between ad right 310x235 px	. SEK 1500 / day
After ad left 490x147 px	. SEK 1 000 / day
After ad right 310x235 px	. SEK 1000 / day

Type of files

Static jpg, gif eller png.

All banners should be static. Ad design is included in the price.

Member package

SEK 15,000