

Anleggs

MAGASINET

MEDIA INFO **2024**



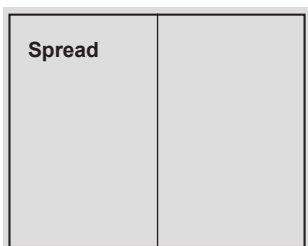
Norway's
leading
construction
magazine

**When you want to reach
the construction business**

PRINT

Advertisement specifications and prices for 2024

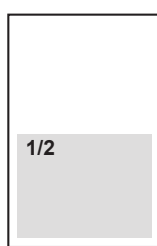
AnleggsMagasinet is the obvious choice of news channel for the construction industry. The readers are mainly contractors working with construction machinery, excavation, earthmoving, transport, demolition, recycling, mines and quarries.



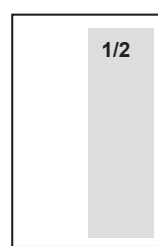
NOK 32 400
Double page spread
420 x 297 mm + 3 mm



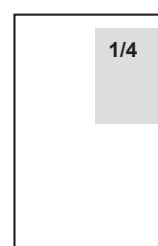
NOK 18 400
1/1 page
210 x 297 mm
+ 3 mm



NOK 11 300
1/2 page landscape
190 x 132 mm



NOK 11 300
1/2 page portrait
92 x 270 mm



NOK 6 600
1/4 page portrait
92 x 132 mm

Providers and entrepreneurs

Full year (10 issues)

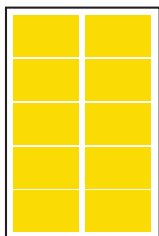
90 x 45 mm

NOK 9 900

Half year (5 issues)

90 x 45 mm

NOK 6 500



Premium position

Full page, page 2 NOK 20 100

Full page, last inside NOK 20 100

Back cover NOK 22 500

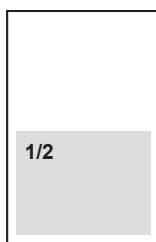
Supplements / Inserts

The magazine offers distribution of supplements and inserts. Please contact us for selective distribution to groups and/or postal districts.

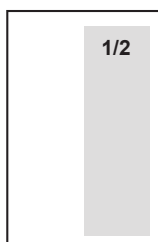
Used machinery: Purchase, sale and rental



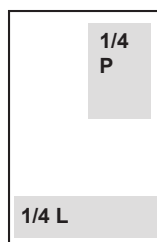
NOK 9 500
1/1 page
210 x 297 mm
+ 3 mm



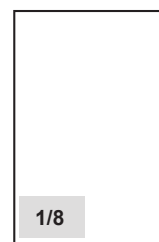
NOK 5 700
1/2 page landscape
190 x 132 mm



NOK 5 700
1/2 page portrait
92 x 270 mm



NOK 3 500
1/4 page
P: 92 x 132 mm
L: 190 x 60 mm



NOK 1 900
1/8 page
92 x 60 mm

Issue	Material deadline	Publication date
1	19.01.24	01.02.24
2	23.02.24	07.03.24
3	29.03.24	11.04.24
* 4	07.05.24	24.05.24
* 5	06.06.24	20.06.24
* 6	08.08.24	22.08.24
* 7	05.09.24	19.09.24
8	03.10.24	17.10.24
9	31.10.24	14.11.24
10	26.11.24	11.12.24

Artic Entrepreneur 23-25 January
Utleiekonferansen 15 February
Vei og Anlegg 24-27 April
Dyrskun 13.-15. september
Loendagene 27-29 September
Agroteknikk 14-17 November
Park og Anleggsmessen 27-28 November



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Technical printing information

Printed in: Offset. Screen: 60 lines
Material: PDF format - min. 250 dpi
Delivery: By e-mail - online transfer

Target Group

Decision-makers at all levels with connections and interest in construction, both in the private and public sector. Tungt.no is available on desktop, tablet, mobile and Facebook. We also offer co-advertising with the website Mascus.no where we have also defined target groups within agriculture, forestry machines and park and garden machines.

66 000
unique visitors
weekly

151 000
page views
weekly

Format	Prices per month	Desktop	Mobile
Top banner	NOK 16 000	980x300	468x300
Board 1	NOK 11 000	580x400	468x300
Board 2	NOK 9 000	580x400	468x300
Skyscrapers	NOK 8 000	180x500	468x150
Boxes	NOK 5 000	300x250	150x125

Job Advertisements

Difficult finding the right people? Having qualified personnel is one of the key ingredients for a company. However, finding the right personnel is both a long and expensive process, where the wrong recruitment could be devastating. Placing a job advertisement for qualified personnel through us will facilitate your recruitment. With us, you pay a fixed price for job advertisement on the website, newsletter or print.

Stillingsarena - Solo

Web + newsletter - 30 days

NOK 3 950

The Online package

Web + newsletter + box banner (300x250)

NOK 5 950

DESKTOP



MOBIL



Membership

NOK 13 800 per year

- Daily news from the business and possibilities to comment on articles
- Company profile with all your information. Searchable on the website, Google and other search engines
- Advertise products, machines and skills
- Your news directly to your target audience in the section "News from Members"
- Inform about events and courses
- Greater online visibility through a complete company profile, link to your site etc.
- Discount prices on advertising

Membership+

NOK 21 800 per year

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

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

Native advertising & Advertorials

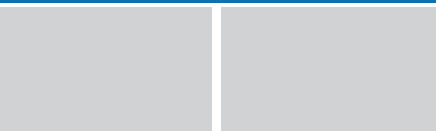
Ad labeled articles in print and on the website. Contact our sales team for more info.

NEWSLETTER

STREAMER 820x28 px

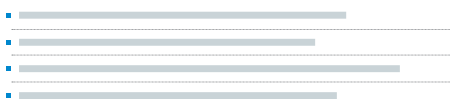
TOP ADVERT
400x200 px

TOP ADVERT
400x200 px



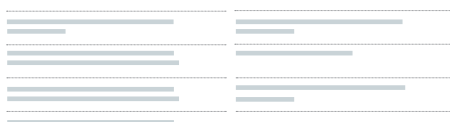
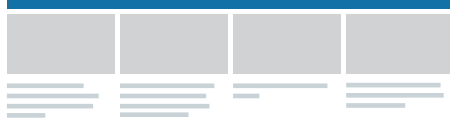
MIDDLE ADVERT
400x200 px

MIDDLE ADVERT
400x200 px



BOTTOM ADVERT
400x200 px

BOTTOM ADVERT
400x200 px



The newsletter is sent out to 10,500 recipients in the construction industry every day, Monday to Friday. An advertisement is highly effective and an affordable way to reach your customers with the right message. For maximum effect, combine advertisements in the magazine, website and newsletter.

ADVERT - FULL SIZE
820x200 px

Streamer

Size: 820x28 pixels
File types: Jpg, gif or png
Static advert
Max. 50 kB.

• Advert

Full size - Top-, middle- and bottom

Size: 820x200 pixels
File types: Jpg, gif or png
Static advert
Max. 50 kB.

Top-, middle- and bottom advert

Size: 400x200 pixels
File types: Jpg, gif or png
Static advert
Max. 50 kB.

It is NOT possible to send animated files.

Advertising prices

Streamer	8,000 NOK per week
Top advert Full Size	8,000 NOK per day
Top advert	4,000 NOK per day
Middle advert	2,500 NOK per day
Bottom advert	1,500 NOK per day

Contact

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