

PLAST

FORUM

plastforum.se

*Updated with the new
digital platform!*

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

Media info 2017



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

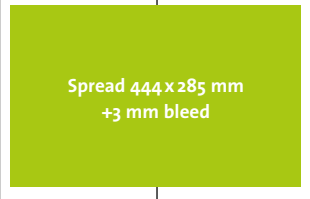
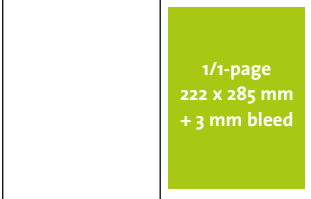
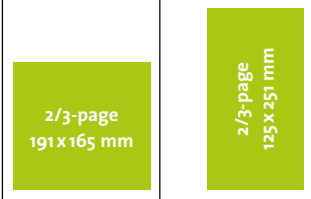
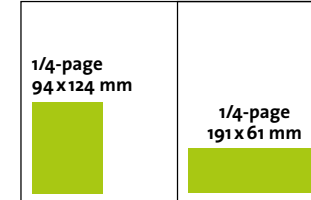
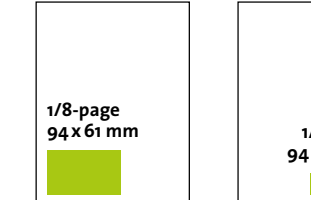
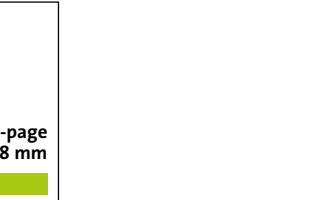
Now also on Facebook & Twitter



Preliminary editorial programme 2017

Issue	Publ.date	Material	Theme
1	February 6	January 16	Medical Technology / PUR & Elastomers / Lightweight materials
Digital 2	March 15	March 3	Digital edition – Preview Plastteknik Nordic / Sustainable Production
3	May 2	April 6	Exhibition issue Plastteknik Nordic / Design, Prototypes & Moulds
4	June 15	May 23	Raw materials & Additives / Marking - Traceability / Electronical Devices
Digital 5	September 6	August 22	Digital edition – Medical Technology / Moulds / Additive manufacturing
6	October 4	September 13	Exhibition issue Fakuma / Machinery, Production & Automation
7	November 6	October 16	Exhibition issue Elmia Subcontractor / Injection Moulding & Extrusion
8	December 12	November 21	Polymers in Automotive / Industrial Components / Raw materials & Additives

Advertising rates

 Spread 444 x 285 mm +3 mm bleed		 1/1-page 222 x 285 mm + 3 mm bleed		 2/3-page 191 x 165 mm		 1/2-page 191 x 124 mm	
Spread	SEK 58,600	1/1-page	SEK 35,800	2/3-page	SEK 26,700	1/2-page	SEK 21,700
 1/3-page 191 x 82 mm		 1/4-page 94 x 124 mm		 1/8-page 94 x 61 mm		 1/16-page 94 x 28 mm	
1/3-page	SEK 18,400	1/4-page	SEK 12,300	1/8-page	SEK 6,600	1/16-page	SEK 4,600

Cover pages – 222 x 285 mm (+3 mm utfall)

Inside front cover page	SEK 36,600
Inside back cover page	SEK 31,000
Back cover page	SEK 38,500

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

Inserts (incl postage and inserting)

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

Max weight: 50 g.

Loose inserts: Max format 200 x 290 mm, delivered trimmed.

The Digitalguide

The Digitalguide is published in every ordinary issue of Plastforum and also on plastforum.se.

Bookings are for one year and remain in force until cancelled.

Size and price per year, 4-colour

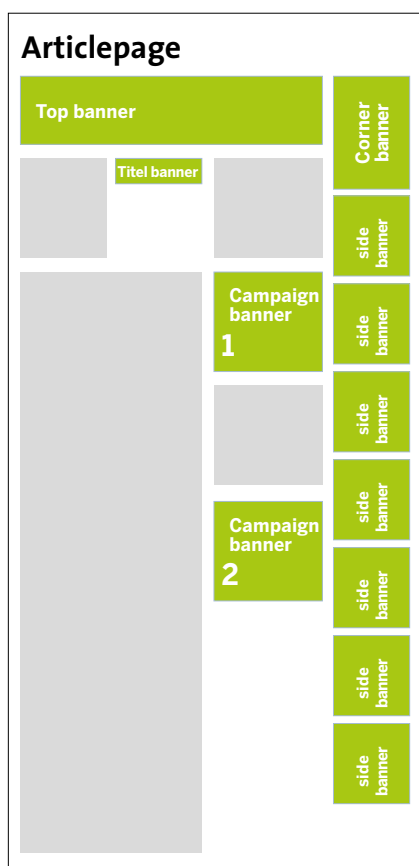
60 x 26 mm	SEK 12,500
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Ad format & prices web/newsletter



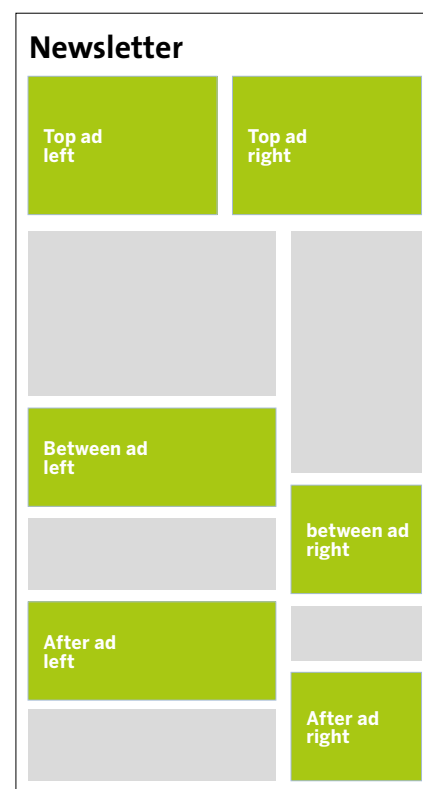
Top banner 930x180 px SEK 9 000 / month
 Corner banner 150x300 px SEK 4 750 / month
 Side banner 150x175 px SEK 1 400 / month
 Campaign banner 1 480x480 px...SEK 7 250 / month
 Campaign banner 2 480x480 px..SEK 6 000 / month
 Gigabanner 1 980x480 px SEK 9 000 / month
 Gigabanner 2 980x480 px..... SEK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



Top banner 930x180 pxSEK 9 000 / month
 Corner banner 150x300 px SEK 4 750 / month
 Side banner 150x175 px SEK 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

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



Top ad left 400x200 pxSEK 2 000 / day
 Top ad right 400x200 pxSEK 2 000 / day
 Between ad left 490x147 px SEK 1 500 / day
 Between ad right 310x235 px SEK 1 500 / day
 After ad left 490x147 px SEK 1 000 / day
 After ad right 310x235 px SEK 1 000 / day

Type of files
 Static jpg, gif eller png.

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

Native Advertising *News!*

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.

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

PLAST FORUM



Since 1970, Plastforum has covered and reported about the plastics and rubber industry, with an emphasis on the Swedish plastics industry.

With a strong focus it is our intention and ambition to continue on this path. We will keep readers informed about the latest trends, important news and changes and the most relevant conferences and events.

Our ambition is to continue to be best news channel i Scandinavia serving you with smoking hot news regarding plastics, rubber and composites at our well attended website plastforum.se

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:s

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

JEC World	Paris, France	March 14-16
Muovi Plastics	Lahti, Finland	April 27-28
Interpack	Düsseldorf, Germany	May 4-10
Chinaplas	Guagzhou, China	May 16-19
Plasttechnik Nordic	Malmö, Sweden	May 17-18
Moulding Expo	Stuttgart, Germany	May 30-June 2
Composites Europe	Stuttgart, Germany	September 19-21
Fakuma	Friedrichshafen, Germany	October 17-21
Elmia Subcontractor	Jönköping, Sweden	November 14-17
CompaMed	Düsseldorf, Germany	November 13-16

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