

A woman with dark hair tied back, wearing a green polo shirt and blue safety glasses, is smiling as she sorts through clear plastic bottles in a large white bag. The background shows a warehouse setting with blue metal shelving units and other bags of material.

Plast Forum

Media information 2021

Nordiske Medier

Nordiske Medier is the Nordic region’s largest company within professional media.

With more than 50 regular titles in Denmark and Sweden - both in print and online - as well as over 100 different specialty magazines and newsletters, we cover the Nordic business community with constructive, credible and independent news. Always with a focus on inspiring the companies we write about and for. Always with a focus on being a meeting point for the industries we cover. Both for our readers and our advertisers.

Nordiske Medier writes about both large and small companies. Our media covers the overall technological, political and economic conditions that are important for the business community. In addition, not least the news about colleagues, customers and suppliers in the industry. This is spiced up with in-depth industry analyzes and portraits of the industry’s key players.

We inform, inspire and help our customers for a better business. We create contact between professional players, and we act as the Nordic region’s largest and strongest professional media company in everything we do.

Nordiske Medier is part of the NORDJYSKE MEDIER group, which with roots 250 years back in time, is one of the key players in the Danish media industry.

We hope you will use us as your media partner.

Contents

- 2 Nordiske Medier
- 4 Plastforum
- 5 Web – Print and newsletter
- 6 Target group and statistics
- 7 Magasinet Plast
- 7 Ad prices – Print
- 8 Membership
- 9 Advert – Newsletter
- 10 Advertising – Banner
- 12 Technical specifications - Print
- 13 Technical specifications - online



Plastforum

We are close to the Danish plastics industry

The industry media plastforum.dk and Magasinet Plast provide news, insight and perspective to and about the Danish plastics-producing and plastics-processing industry.

We tell stories that inspire and deliver the best stories from a creative and dedicated industry.

Plastforum.dk is busy with news that is brought in on a daily basis, and we send out a newsletter every 14 days with an overview of the Danish plastics industry.

In our four annual issues of the printed magazine, Magasinet Plast, we go deep and behind the news flow with reports, news and background articles that provide perspective and insight into the trends that are moving in the industry. Be it everything from energy optimization in production, 3D printing, recycling, automation, tool making, injection and blow molding, as well as other production methods.

We are based on people, machines and companies. We pass on the good ideas and take the temperature on progress, adversity, technical challenges, material choices and much more.

Our mission is to create excitement and inspire the industry.



Contact

Anne Ristorp Kraufeldt, News Editor
Direct telephone: +45 61 38 80 00
E-mail: ark@nordiskemedier.dk

Contact the editors
redaktionen@plastforum.dk

www.plastforum.dk

Web – Print and newsletter

Industry news on everyone platforms



Website

The plastics industry includes plastics manufacturers, raw material suppliers, subcontractors and machine manufacturers for the plastics industry.

Our site is responsive and the banners adapt to the screen they are displayed on. Be aware that the banners for mobility are readable on the various screens.

plastforum.dk has over **4,733 visitors** and **7,405 views** the month.

Print

The magazine is sent directly to all decision-makers and actors in and around the Danish plastics industry.

The magazine PLAST will go close to life in the Danish plastics companies, close to the professionals it's all about, both in production and in the executive corridors.

Newsletters

The newsletter is sent out every 14 days to over 5,500 people and the portal is visited on average by 1,000-1,300 unique users weekly, with an average of 1.5 page views.

Contact

If you have questions regarding the advertising options with us, please contact us by e-mail: salg@nordiskemedier.dk or phone: 7228 6970 and hear more about the possibilities.

Target group and statistics

Facts about Magasinet Plast


The magazine will be sent directly to all decision-makers and operators in and around the Danish plastics industry.

Magasinet Plast will take a close-up look at everyday life in Denmark’s plastics companies and the professionals it is all about, both manufacturers and executives.


“We will monitor the plastics industry, describe the latest solutions and trends and look into the future of the industry. We will take an in-depth look at production and technological themes, but we will also look more broadly at areas such as plastic and design, plastic and the environment, plastic in the construction sector, recycling and training. We look forward to monitoring the plastics industry at close quarters,” says Anne Kraufeldt, Editor-in-Chief of Magasinet Plast .
Magasinet Plast has the backing of the Danish Plastics Federation. In each magazine they will publish eight pages featuring political input, coverage of the Federation’s events, and portraits of member companies.

We look forward to presenting a magazine that really zooms in on the plastics industry through reports, news and insight into new trends.


Contact
Do you have questions regarding PlastForum, so contact us by e-mail: salg@nordiskemedier.dk or phone: 7228 6970 and hear more.



TOTAL
10.204*

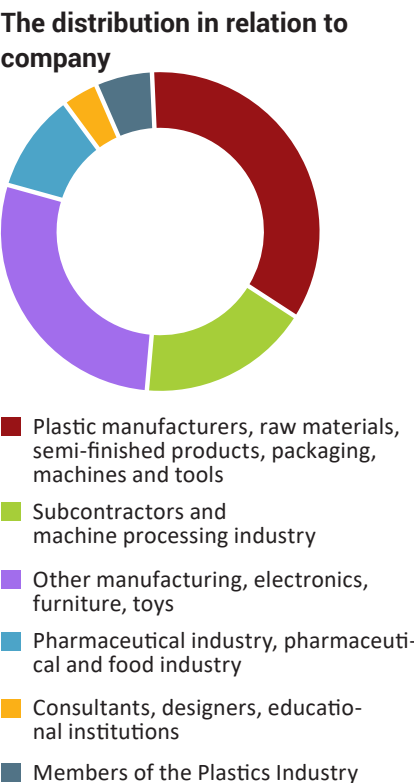


ONLINE VISITORS
4,733 visitors / month *** /
7,405 views ***



NEWSLETTER
Sent daily to 5,528 recipients ***
Opening rate: 13.90% ***

* Print run and e-newspaper
*** plastforum.dk



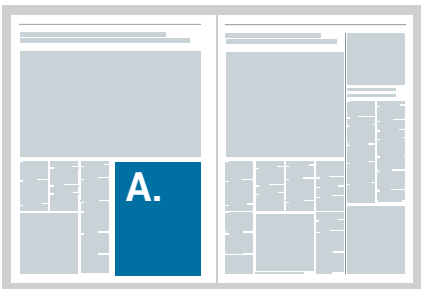
Magasinet Plast

Publication	Date	Deadline
Plast nr. 1	12-02-21	29-01-21
Plast nr. 2	23-04-21	09-04-21
Plast nr. 3	10-09-21	27-08-21
Plast nr. 4	05-11-21	22-10-21

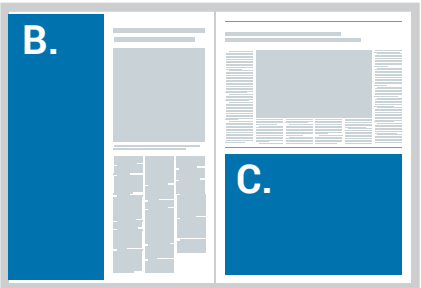
Contact
Do you have questions regarding the advertising opportunities at us, please contact us by phone 7228 6970 or email: salg@nordiskemedier.dk.

The editorial content of each magazine will take an in-depth look at topics such as injection moulding, 3D printing, automation, machines, energy savings, political news etc.

Ad prices – Print



A. 1/4 PAGE
Format: W: 131xH:180 mm
4 colours:DKK 11,000



B. 1/2 page portrait format
Format: W: 131xH:365 mm
4 farver:DKK 16,250



C. 1/2 page oblong format
Format: W: 260xH:180 mm
4 colours:DKK 16,250

D. 1/1 page
Format: W: 266xH:365 mm
4 colours: DKK 21,500

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

Membership

Our readers your customers

With a log-in, you get all the opportunities to profile yourself directly into the heart of one of your target group and create the relevant contacts. A membership at PlastForum gives your company an efficient and targeted marketing guidance to your industry - You are exposed and made visible online. With your membership, you can post your own news directly to your target group under "News from members".

Your company can present your products, machines or competencies directly to the target group and thereby keep in touch with the industry. When you are a member, you get half price for advertising on the website and in the newsletter.

If your company is faced with having to hire a new employee, you can recruit through your membership. If you hold a course, you can easily make the course visible through your membership.

Contact
If you have questions regarding membership, then contact us by e-mail: salg@nordiskemedier.dk or phone: 7228 6970 and hear more about the possibilities.

"Do-it-yourself" membership benefits

- Login to the member panel, from where you can create visibility about your company.
- Company profile, keywords and link to Homepage.
- Insertion of own news in the newsletter under "News from members".
- Induction of trade fair participation.
- Insertion of job postings that at the same time indented on Jobindex and Jobnet.
- Indentation of courses.
- Advertising at member prices.
- Indentations can be supplemented with pictures, catalog and video.
- Insertion of ads on "Machines", "Products" and "Competencies"
- SEO (backlinks)
- Competitor monitoring

"Do-it-yourself" membership
14,800 DKK/year

Membership + membership benefits **+ Plus**

Same benefits as a "Do-it-yourself" membership.

- In dialogue with you, we take the ball and take on part of the marketing function.
- We make indentations of your products, machines, skills or jobs
- We help to insert your news
- We make sure that indents are SEO optimized (backlinks)
- We make registration in competitor monitoring

Membership+
21,800 DKK/year

Advert – Newsletter

The advertisements in the newsletter are so significant that almost every reader notice them.

PlastForum is published once a day.

Top advert – Full Size
Format: W: 820 x H: 200 pixels
Price per announcement: 4,000 DKK

Top advert
Format: W: 400 x H: 200 pixels
Pris pr. udgivelse: 2,000 DKK

Mid advert Full Size
Format: W: 820 x H: 200 pixels
Price per announcement: 3,000 DKK

Mid advert
Format: W: 400 x H: 200 pixels
Price per announcement: 1,500 DKK

Bottom advert Full Size
Format: W: 820 x H: 200 pixels
Price per announcement: 2,000 DKK

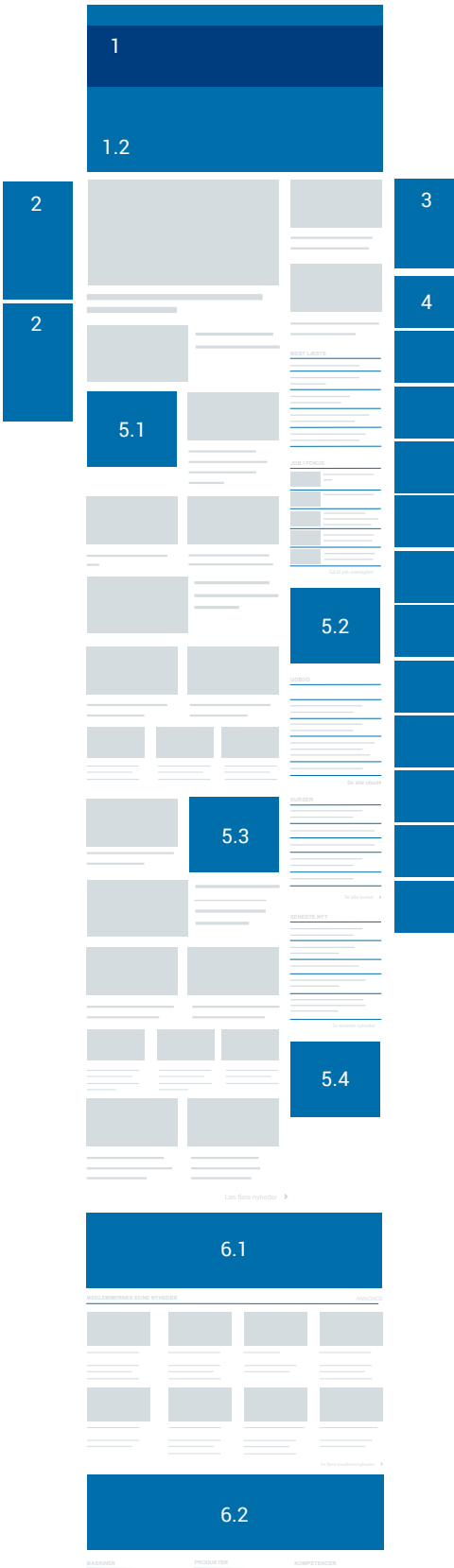
Bottom advert
Format: W: 400 x H: 200 pixels
Price per announcement: 1,000 DKK

General specifications for the ads in the newsletter are:
Ads are static.
Finished material is submitted in the file format: jpg, gif or png
Finished will need to max 50 kB.
All prices are member prices per month

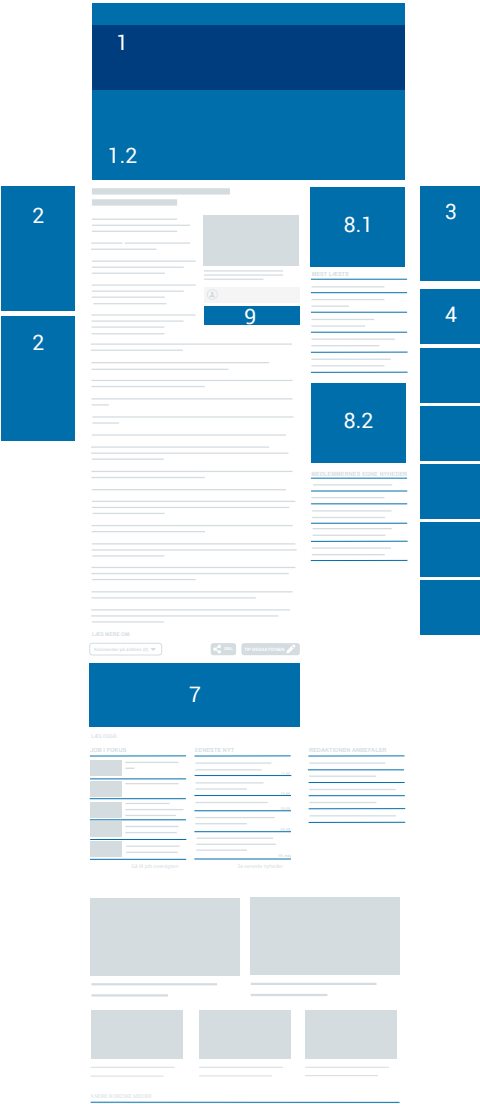


Advertising – Banner

Front page



Article page



Creation of banners

Creation of banners is free, when you order for a period of minimum two months. Otherwise, the price is 500 DKK per banner. If you wish to create the banner yourself, you have to make them in either GIF, JPG or HTML5.

Specifications for HTML5 banners

Upon delivery of HTML banners we should receive the zip file with all the source material. The max. file size for Zip files is 10 MB. HTML5-files can only be used for banners on the portal.

Newsletter adverts are static gif or jpg files only

1) Top banner

Format: W: 930 pixels x H: 180 pixels
Size: max. 70 kB
Articles 9,000 DKK.
Front page + other sections 9,000 DKK.

1.2) Billboard banner

Format: W: 980 pixels x H: 540 pixels
Size: max. 150 kB
Articles 17,000 DKK.
Front page + other sections 17,000 DKK.

2) Sticky Banner

Format: W: 240 pixels x H: 400 pixels
Size: max. 90 kB
Articles 7,500 DKK.
Front page + other sections 7,500 DKK.

3) Corner banner

Format: W: 200 pixels x H: 300 pixels
size: max. 70 kB
Articles 4,750 DKK.
Front page + other sections 4,750 DKK.

5) Campaign banner 1 og 2 - Frontpage

Format: W: 300 pixels x H: 250 pixels
Size: max. 70 kB
Frontpage pos. 1: 5,750 DKK.
Frontpage pos. 2: 3,750 DKK.

8) Campaign banner 1&2 – Article

Format: W: 300 pixels x H: 250 pixels
Size: max. 70 kB
Articles pos. 1/pos. 2: 5,750 DKK./3,750 DKK.

8) Campaign banner 1&2 – Other

Format: W: 300 pixels x H: 250 pixels
Size: max. 70 kB
Other pos. 1/ pos. 2: 2,850 DKK./2,250 DKK.

4) Side banner

Format: W: 200 pixels x H: 175 pixels
Size: max. 40 kB
Frontpage + Other or Article 1,400 DKK.

7) Article banner

Format: W: 660 pixels x H: 200 pixels
Size: max. 100 kB
Price: 5,000 DKK.

6) Giga banner 1&2

Format: W: 980 pixels x H: 250 pixels
Size: max. 150 kB
Frontpage pos. 1: 3.550 DKK.
Frontpage pos. 2: 1.900 DKK.

9) Title banner

Format: W: 300 pixels x H: 60 pixels
Banner is Static
Size: max 20 kB
Articles: 9.500 DKK.

All prices are member prices per month.

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

Technical specifications - Print

Material

Material should be sent to:
materiale@nordiskemedier.dk

Reimbursement

Material reimbursement as previously arranged, but max. 5%.

Cancellation policy

Cancellation and date changes must be made in writing no later than 14 days prior to publication date. If changes to the insertion plan mean that the conditions for discounts obtained are not met, the wrongfully paid discount will be debited at a later stage.

Repro

If Nordic Media does not receive fully-finished advertising material, the customer will be billed for finishing the material at a rate of 50 øre per mm.

Formats

Newspaper format	Tabloid
Column height	365 mm
1 column	41 mm
2 columns	86 mm
3 columns	131 mm
4 columns	176 mm
5 columns	221 mm
6 columns	266 mm
1/1 page	266x365 mm
2 x 1/1 pages (spread)	546x365 mm
Paper quality newspaper	49 grams
Number of columns	6

To the edge Not possible *
Supplement 5 mm cropping

* For special supplement: 5 mm for cropping + cutting marks

Complaints

COLOUR ADS

For the printing of colour ads, the paper assumes no responsibility for any minor deviations from the colours of the original material. The newspaper reserves the right to reject complaints about advertisements in cases where we have already drawn attention to the fact that the material is not entirely suitable for reproduction or where the submission deadline has been exceeded.

OTHER CONDITIONS

Please refer to our terms and conditions of sale on www.nordiskemedier.dk or in the email from your consultant.

Specifications

LAYOUT FILE: Adobe IDML file InDesign.
Packed with all links.

PDF

PDF file produced with Acrobat Distiller containing all fonts, images, graphics and colours defined as CMYK. (Job setting for Acrobat Distiller can be ordered). We also refer to the industry standard for digital advertising material agreed between DRRB, DFF and DDPFF. Various descriptions, settings files etc. can be downloaded on www.kankanikke.dk.

IMAGES/GRAPHICS:

Colour: All Photoshop formats in at least 200 dpi.
S/H: Alle Photoshop formats in at least 200 dpi.
Line drawing: EPS and AI. TIFF, EPS and JPG in at least 600 dpi.
The 'overprint' function must not be used.

COLOURS:

CMYK defined (we separate RGB and Pantone for CMYK).

COMPRESSION:

Stuffit, Zip.

Technical specifications - online

Delivery of finished material

Deadline is agreed with the graphic designer who submits the booked advertising campaign as well as specifications and deadline.

Deadline for delivery of finished material

If finished material is delivered, the deadline is 2 working days before start-up.

The announcement incl. link to landing page is sent directly to the graphic artist.

Banner advertising

Our site is responsive and the banners adapt to the screen they are displayed on. Be aware that the banners for mobility are readable on the various screens.

The banners share space with up to 3 others. However, the title banner and content banner stand alone, while the sticky banner shares space with up to 2 others. The banners rotate at page breaks.
Animated banners: the animation must last within 20 seconds.

It is possible to send two different banners.

Specifically for HTML5 banners

When delivering HTML, we must have sent a zip file with all the source material in. The zip file must be max. fill 10 mb. It will be an advantage that the HTML5 file stays within a frame of 20 sec. HTML5 files, can only be used for banners on the portal, as the file type cannot be handled by mail programs.

* Sticky, corner banner and side banner are only displayed on desktop.

Technical specifications

Finished banners for website must be delivered as above specifications.
If you need a graphic designer to help with your design, there are the following requirements for images, logos and text.
- Pictures must be mine. 80 DPI in the formats and sent

in the file formats .jpg, .tiff, .eps, .psd and .png.

- Logo and graphic elements are delivered as .eps or .ai vector graphics.
- The text is sent separately in a .docx format or in the email with material.

Material for production by us must be received no later than 10 days before the advertising campaign starts.

Preparation of banners

The banners are prepared free of charge when ordering banners for min. Two months. Otherwise, the price is NOK 500, - pr. banner.
If you want to make banners yourself, these must be delivered in either GIF, JPG or HTML5.

Advertiser Guidelines

It should be clear to readers what are ads and what are articles written by the editors. Therefore, ads must differ from the layout - both on the portal and in the newsletter, so that readers are not misled and think that an ad is an article written by the editors.

In general, advertisers are asked to use a different font than ours. On the website, the word Advertisement automatically appears just above the banner, while on advertising in the newsletter, the word Advertisement should appear clearly at the top of the advertisement, if there is no doubt that it is an advertisement - so we follow the legislation in this area.

If we consider the ad to be too close to the editorial texts, we will request to change the font and / or add the company logo so that it is clear that it is an ad. This is done to live up to the rules laid down by the Consumer Ombudsman.

Furthermore, you only have to market for your own company and your own products - ie. no misleading product comparisons or bad publicity of competitors - then the Marketing Act is also complied with.

Nordiske Mediers branche medier i Danmark

Anlæg
Arkbyg
Building Supply
Byggeri & Ejendomme
Electronic Supply
Energy Supply
Food Supply
Food Supply Magazine
Forsyning
Fremtiden Automation
Fremtidens Logistik
Hvem er Hvem i Autobranchen
Hvem er Hvem i Byggeriets top
Hvem er Hvem i Metal- og Maskinindustrien
Jern-Maskinindustrien
Kommunefokus
Leder IDAG
Licitationen
Magasinet Pleje
MaskinFokus
Mester Tidende
Metal Supply
Motor-Magasinet
M-Xtra
Park & Anlæg
Magasinet Plast
Plast Forum
Retail News
Skoler, Sport og Fritid
Søfart
Transportmagasinet
Wood Supply

KONTAKT INFORMATION NORDISKE MEDIER

Telefon: +45 72 28 69 70

CVR: 10150825

info@nordiskemedier.dk

www.nordiskemedier.dk