



# Building Supply

## Media Information 2022



**OUR MEDIA IN NORWAY INCLUDE:**



## ABOUT NORDISKE FAGMEDIER AS

In January 2020, the Norwegian part of Nordiske Medier merged with Egmont-owned Fagmedia - and formed the company Nordiske Fagmedier AS.

Nordiske Fagmedier AS publishes the following media:

**Print;**

Fagbladene Maskinregisteret, TransportMagasinet, AnleggsMagasinet and Bruktnytt.

**Digitally;**

[www.metalsupply.no](http://www.metalsupply.no), [www.tungt.no](http://www.tungt.no),  
[www.buildingsupply.no](http://www.buildingsupply.no), [www.pastforum.no](http://www.pastforum.no),  
[www.maskinregisteret.no](http://www.maskinregisteret.no) og [www.mascus.no](http://www.mascus.no)

After the merger, the Norwegian company has 22 employees and a turnover of just over NOK 30 million. Owners are Egmont Publishing as (75%) and Nordiske Medier A/S (25%).

Our members and advertisers have a unique opportunity to get in touch with key people through the newsletters and portals. The content of these is 100% relevant to the individual user.

8 out of 10 begin their buying process online.  
Traffic through our media to their website is a valuable customer who has acknowledged that they have a need.

## ABOUT NORDISKE MEDIER

Nordiske Medier is the Nordic region's largest professional media company. Our professional media covers Nordic working life with constructive, credible and independent news. Always focused on inspiring the businesses we write about and for. We will be a meeting point for the industries we cover - both for our readers and advertisers.

Unlike many other media, Nordiske Medier writes about both large and small businesses. Our media cover the over-all technological and economic conditions that are important for working life. In addition, there is not least news about colleagues, customers and suppliers in the industry.

Nordiske Medier has 210 employees based in Aalborg, Copenhagen, Helsingborg, Gothenburg, Stockholm and Oslo, with a total turnover of more than NOK 200 million.

Owned by the 4th largest Media House in Denmark, - Nordjyske Medier. 18 news portals in Denmark, 8 in Sweden and 3 in Norway ([metalsupply.no](http://metalsupply.no) - [buildingsupply.no](http://buildingsupply.no) - [plastforum.no](http://plastforum.no)). All portals cover B2B within the industry.

## Contact Building Supply

**Advertisements/membership**

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464 32 971  
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Anina Åkredalen, sale  
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**The editorial staff**

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**Support company members**

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[www.buildingsupply.no](http://www.buildingsupply.no)

## FACTS ABOUT BUILDING SUPPLY



### MEMBERSHIP

A membership at Building Supply means greater digital visibility for your company; easier for potential customers to find you. Effective and targeted marketing.

A total membership of Building Supply per year: NOK 9.800 Year



### WEB

Nordiske Fagmedier has a wide range of industry portals. We cover virtually every profession. All our media are published online on each of their websites.

**WEB-average per. month [www.buildingsupply.no](http://www.buildingsupply.no)**

**DESKTOP**

Users: ..... 9.000

**MOBIL**

Users: ..... 13.000

**TABLET**

Users: ..... 1.000

**TOTAL**

Users: ..... 23.000

Pageviews: ..... 40.000



### NEWSLETTER

All our media have a newsletter with industry-specific news. The newsletters all have a large, loyal group of recipients and we have a constant access of new recipients.

Newsletter recipients Building Supply ..... 3.068

Published: ..... Every day, Monday to Friday

Building Supply is a commercial industry network where suppliers, subcontractors and purchasing companies within the construction industry can easily get in touch with each other, find information about each other, buy/sell new and used products and machines for each other, insert job postings and much more.

Beyond this, Building Supply provides a unique opportunity to stay up to date with the industry through our daily newsletter.

Building Supply aims to be the building industry's pivotal point in terms of effective contact and information sharing.

## TARGET

### Users of Building Supply

Directors, Product Managers, Purchasing Managers, Development bosses, engineers, project managers, sales and marketing managers, architects, property owners, property developers.

Building Supply makes use of so-called permission marketing, which is extremely effective within internet marketing.

We contact all key people in the industry by telephone to get their acceptance prior to signing up for the newsletter. Most people say yes to this. In addition, we have a number of people daily who sign up for the newsletter on their own initiative.

There is a continuous change of recipients of the newsletters in connection with job change and such. Each month we even sign up to a number of recipients, if we receive the newsletter in return - (bounce back). The number of recipients thus reflects the majority of the industry's key people. Email addresses will not be passed on to the third person when signing up for the newsletter.

### Editorial content

Building Supply writes about every link in the value chain  
News in the industry  
Architecture; design, solutions  
Big deals/contracts  
Tenders  
New projects  
Plot Regulations  
B2B  
Text, photo and live pictures/video  
Bankruptcy

Exclusive member content that you won't find anywhere else.

Ability for readers to find products/services that members have posted.

### What you can buy

Membership: You get your own profile where you can:  
Writing own news articles.  
Post ads with pictures/videos on buy and sell, positions, courses, companies, trade shows.  
Unlimited number of cases.  
Advertise on buildingsupply.no at member price.

**Price per year: NOK 9.800**

The distribution of readers of the newsletter



The distribution of readers according to position





## ADVERT – ONLINE

### BUILDING SUPPLY

#### Topbanner – Front page + other sections or articles

Type: 980x150 pixels, static or animated, max 70 Kb

Mobile: 468x300 pixels

Price: Articles ..... NOK 9.000

Price: Front page + other sections ..... NOK 9.000

#### Billboard – Front page + other sections or articles

Type: 980x300 pixels, static or animated, max 150 Kb

Mobile: 468x300 pixels

Price: Article ..... NOK 13.500

Price: Front page + other sections ..... NOK 13.500

#### Topbanner Full Size – Front page + other sections or articles

Type: 1800x450 pixels, static, max 250 Kb

Mobile: 468x300 pixels

Price: Article ..... NOK 15.000

Price: Front page + other sections ..... NOK 15.000

#### Sticky Banner – Front page + other sections or articles

Type: 240x400 pixels, static or animated, max 90 Kb

Price: Article ..... NOK 6.500

Price: Front page + other sections ..... NOK 6.500

#### Corner banner – Front page + other sections or articles

Type: 200x300 pixels, static or animated, max 70 Kb.

Price: Article ..... NOK 5.000

Price: Front page + other sections ..... NOK 5.000

#### Side banner – Front page + other sections or articles

Type: 200x175 pixels, static or animated, max 40 Kb

Price: Front page + other sections or articles ..... NOK 2.000

#### Content banner – Front page

Type: 230x230 pixels, static, max 55 Kb.

Price: Front page ..... NOK 2.900

#### Campaign banner 1&2 – Article and other

Type: 300x250 pixels, static or animated, max 70 Kb

Mobile: 300x250 pixels

Price: Articles pos. 1/pos. 2: ..... NOK 6.000/4.000

Price: Other pos. 1/ pos. 2: ..... NOK 2.850/2.250

#### Campaign banner 1&2 – Front page

Type: 300x250 pixels, static or animated, max 75 Kb

Mobile: 300x250 pixels

Price: Front page pos. 1/pos. 2: ..... NOK 7.250/6.000

#### Giga banner 1 & 2 – Front page

Type: 930x250 pixels, static or animated, max 150 Kb.

Mobile: 468x300 pixels

Price: Front page pos. 1: ..... NOK 9.000

Price: Front page pos. 2: ..... NOK 6.000

#### Title banner – Articles

Type: 300x60 pixels, static banner, max 20 Kb

Price: ..... NOK 7.000

#### Article banner – Articles

Type: 660x200 pixels, static banner, max 40 Kb

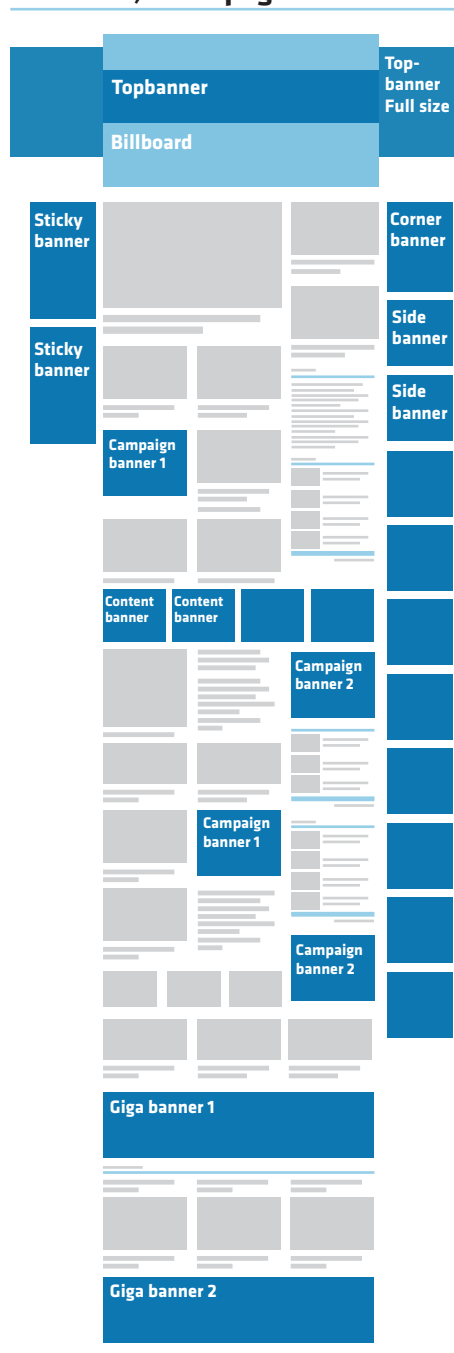
Price: ..... NOK 6.000

#### Inread banner – Articles

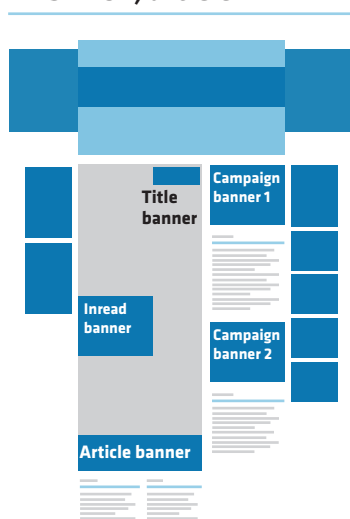
Type: 300x250 pixels, static banner, max 75 Kb

Price: ..... NOK 5.500

## DESKTOP, front page



## DESKTOP, article



## MOBILE



### Creation of banners

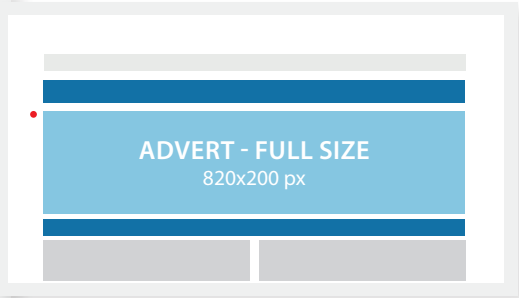
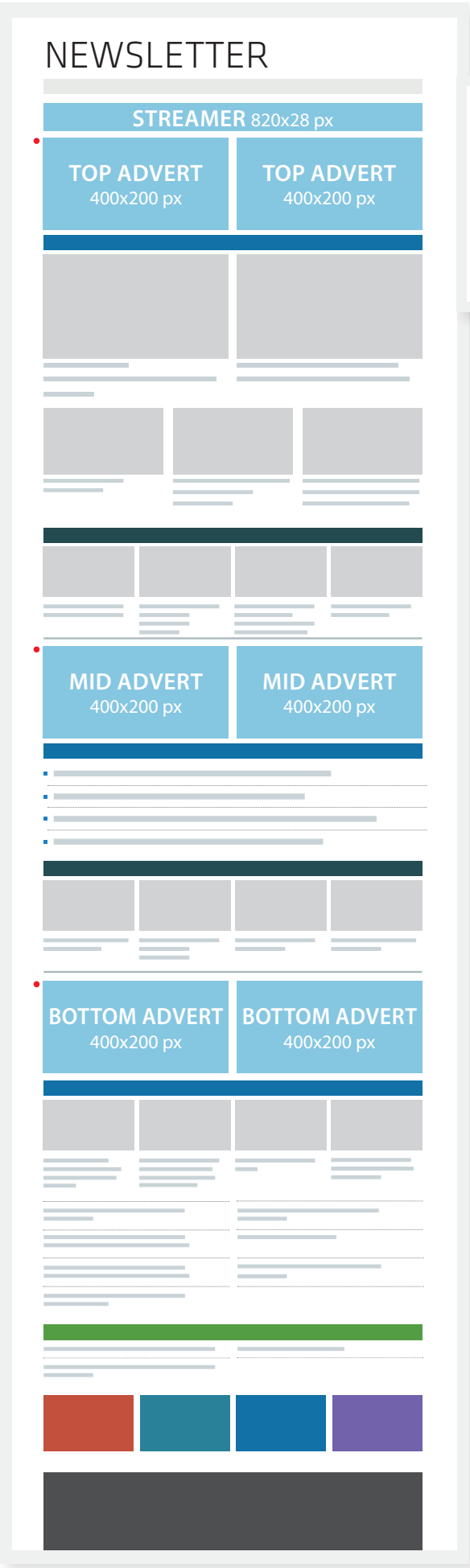
Creation of banners is free, when you order for a period of minimum two months. Otherwise, the price is 500 kr. per banner. If you wish to create the banner yourself, you have to make them in either GIF, JPG or HTML5.

### 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.

Banners on the portal share space with up to 3 others. However, title banners and content banners are left alone, while sticky banner shares space with up to 2 others. Banners rotate at page breaks.

\* Sticky, corner banner og sidebanner are only shown on a desktop.  
All stated prices are member prices per month.



**ADVERT – NEWSLETTER**

**BUILDING SUPPLY**

The advertisements in the newsletter are so significant that almost every reader notice them. The newsletter is sent out by email. Building Supply is published every day at 11 am.

**Streamer (820x28 pixels)**

Type: ..... Static advert  
File format: .....jpg, gif or png – max. 50 kB.  
Price per week (monday – friday): ..... 10.000 kr.

• **Top advert – Full size (820x200 pixels)**

Type: ..... Static advert  
File format: .....jpg, gif or png – max. 50 kB.  
Price per announcement: ..... 8.000 kr.

**Top advert (400x200 pixels)**

Type: ..... Static advert  
File format: .....jpg, gif or png – max. 50 kB.  
Price per announcement: ..... 4.000 kr.

**Mid advert (400x200 pixels)**

Type: ..... Static advert  
File format: .....jpg, gif or png – max. 50 kB.  
Price per announcement: ..... 3.000 kr.

**Bottom advert (400x200 pixels)**

Type: ..... Static advert  
File format: .....jpg, gif or png – max. 50 kB.  
Price per announcement: ..... 2.000 kr.

All stated prices are member prices per month.

**It is NOT possible to send animated files.**



METAL SUPPLY  
TUNGT  
BUILDING SUPPLY  
PLAST FORUM  
MASKINREGISTERET  
MASCUS

**CONTACT INFORMATION**

Opening hours:

Monday - Friday, 08: 00 am - 16: 00 pm

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[www.buildingsupply.no](http://www.buildingsupply.no)

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