

PlastForum

Media Information 2023

Part of Nordiske Fagmedier

www.plastforum.no

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, www.tungt.no,
www.buildingsupply.no, www.plastforum.no,
www.maskinregisteret.no og www.mascus.no

After the merger, the Norwegian company has 18 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.

Read more about www.nordiskemedier.dk

Read more about www.storyhouseegmont.no

 Nordiske Fagmedier

**story
house**
EGMONT

FACTS **PLAST** FORUM

PlastForum NO is a commercial industry network where suppliers, subcontractors and purchasing companies in the plastics industry can easily contact each other. They can find information about each other, buy/sell new and used products and machines for each other, insert job postings and much more.

In addition to this, PlastForum NO offers a unique opportunity to keep up to date with the industry via our daily newsletter.

PlastForum NO aims to be the pivotal point of the plastics industry in terms of effective contact and information sharing.

TARGET

Users of PlastForum

Managers, decision makers and suppliers in the plastic, composite and rubber processing industry. Industrial designers, engineering environments, suppliers to the offshore industry, the aquaculture industry, the building and construction sector. Technical agencies in Norwegian municipalities and research institutions.

PlastForum meets the decision-makers in the companies every day. Directors, the sales/marketing function as well as purchasing and production accounts for more than 80% of readers.

PlastForum uses so-called permission marketing, which is extremely effective in digital marketing.

Editorial content

- ✓ PlastForum in the value chain
- ✓ News in the industry
- ✓ New projects
- ✓ B2B
- ✓ New technology
- ✓ Text, photo and live pictures/video

The distribution of readers of the newsletter



- Plastic manufacturers, commodities, semifinished, packaging, machinery
- Subcontractors, machine working industry
- Other manufacturing industry, electronics, toys, furniture
- Pharmaceutical industry, medicine - pharmaceutical industry
- Consultants, designers, education institutions

The distribution of readers according to position



- Directors
- Sales & Marketing
- Purchase & Production
- Finance, Human Ressource
- Development & Quality Assurance
- Education
- Other

MEMBERSHIP - PLASTFORUM

Effective and targeted marketing

MEMBERSHIP

A membership at PlastForum means greater digital visibility for your company and makes it easier for potential customers to find you.

NOK 9.800/year

You get your own profile where you can:

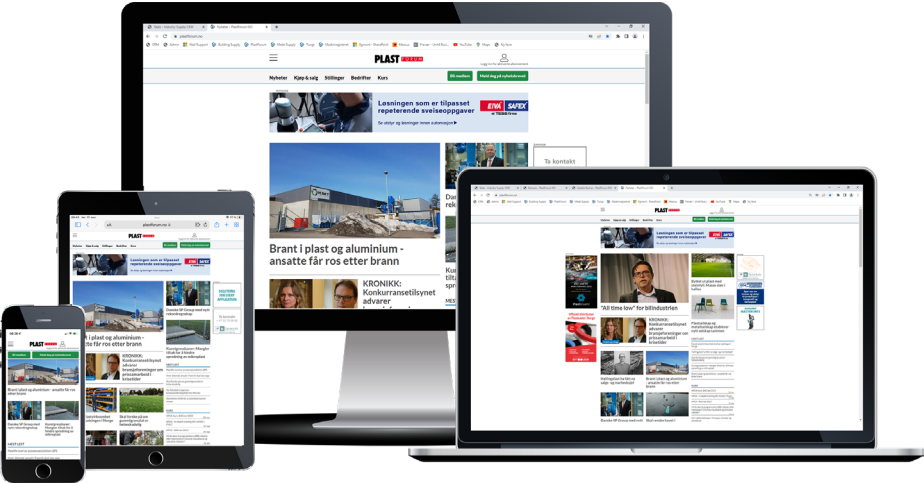
- ✓ Write your own news articles
- ✓ Post ads with pictures/video on purchases and sales, positions, courses, companies, fairs
- ✓ Publish an unlimited number of cases
- ✓ Advertise on plastforum.no at member price
- ✓ Exclusive member content that you won't find anywhere else
- ✓ Possibility for readers to find products/services that members have posted

DIGITALLY

Nordiske Fagmedier has a wide range of industry portals.
All our media are published digitally on their respective portals.

Average visits per monthly www.plastforum.no

DESKTOP	
Users:	4.000
MOBIL	
Users:	10.000
TABLET	
Users:	1.000
TOTAL	
Users:	15.000
Pageviews:	22.000



Top banner full size



Type: W: 1800 px x H: 450 px
Mobil: W: 468 px x H: 300 px
Size: max. 250 kB
Price: NOK 13.500

Side banner



Side banner*
Type: W: 200 px x H: 175 px
Size: max. 90 kB
Price: NOK 1.700

Campaign banner



Campaign banner 1 and 2
Type: W: 300 px x H: 250 px
Mobil: W: 300 px x H: 250 px
Size: max. 70 kB
Price pos. 1: NOK 5.500
Price pos. 2: NOK 4.900

Giga banner



Giga banner 1 and 2
Type: W: 980 px x H: 250 px
Mobil: W: 468 px x H: 300 px
Size: max. 150 kB
Price pos. 1: NOK 9.000
Price pos. 2: NOK 4.900

Top banner



Type: W: 980 px x H: 150 px
Mobil: W: 468 px x H: 300 px
Size: max. 90 kB
Price: NOK 9.000

Sticky banner



Sticky banner*
Type: W: 240 px x H: 400 px
Size: max. 90 kB
Price: NOK 6.500

Billboard



Type: W: 980 px x H: 300 px
Mobil: W: 468 px x H: 300 px
Size: max. 150 kB
Price: NOK 11.500

Corner banner



Corner banner*
Type: W: 200 px x H: 300 px
Size: max. 90 kB
Price: NOK 4.500

ADVERTISING

Banners rotate on page change.

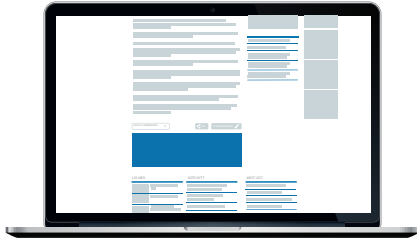
Banners are delivered in either jpg, png, gif, script or HTML5, as well as the option of a video banner.

Prices per monthly for members.

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

ADVERTISING ON ARTICLE PAGE

Article banner



Type: W: 660 px x H: 200 px
Size: max. 100 kB
Price:.....NOK 6.000

Title banner



Type: W: 300 px x H: 60 px
Size: max 20 kB
Price:.....NOK 9.500

Inread banner



Type: W: 300 px x H: 250 px
Size: max 20 kB
Price:.....NOK 5.500

ADVERTORIALS

Tell your story and get it read by the right target group.

Advertised article on the news page.
Write your own content.

The advertorial is out for a week, Monday to Sunday.
Placement in the newsletter among other articles.

Possibility of professional help to write the article.
Contact us for more info.

Price per week: **NOK 5.000,- +**
possibly help with editorial text



Finished
advertorials

ADVERT - 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.

Recipient of the newsletter
Plastic Forum: 2.032
Release: Tuesday and Thursday.

Specifications for advertisements in the newsletter:
The ads are static.
File format jpg, gif or png.
Finished file is a maximum of 50 kB.

Prices are for members.

NEWSLETTER



Streamer

Type: W: 820 x H: 28 px
Jpg, gif or png – max. 50 kB.
Price per week:..... NOK 4.000

Advert full size

Type: W: 820 x H: 200 px
Jpg, gif or png – max. 50 kB.
Price per week:..... NOK 4.000



Top advert

Type: W: 400 x H: 200 px
Jpg, gif or png – max. 50 kB.
Price per release:..... NOK 2.000



Mid advert

Type: W: 400 x H: 200 px
Jpg, gif or png – max. 50 kB.
Price per release:..... NOK 1.500



Bottom advert

Type: W: 400 x H: 200 px
Jpg, gif or png – max. 50 kB.
Price per release:..... NOK 1.000

Nordiske Fagmedier consists of:

 **METAL SUPPLY**

 **BUILDING SUPPLY**

 **tungt**

PLAST FORUM

MR MASKINREGISTERET

RITCHIE BROS.
MASCUS[®]

 **Nordiske Fagmedier**

CONTACT INFORMATION

Support business members

Support bannere

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PLAST FORUM