



Media Information 2021

MIR MASKINREGISTERET

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 Bruknyt.

Digitally;

www.metalsupply.no, www.tungt.no, www.buildingsupply.no, www.pastforum.no, www.maskinregisteret.no, www.tungt-logistikk.no og 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 overall 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 - buildingsupply.no - plastforum.no). All portals cover B2B within the industry.

NORDISKE MEDIER TOTAL

A complete overview of our media



FACTS ABOUT MASKINREGISTERET



MEMBERSHIP

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

A total membership of Maskinregisteret per year 9.800 kr/år.



WEB

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



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.

Published: Every week, Thursday

Maskinregisteret - target group

Actors and decision-makers at all levels with affiliation and interest in machinery and equipment in the engineering and industrial sectors.

Maskinregisteret is Norway's largest contact body for machinery and equipment in the engineering and industrial sectors.

With ads in Maskinregisteret, you reach the most of these important audiences.

Maskinregisteret is an important forum for new ideas ads, product news and industry stuff.

Profile

Presentation of high-quality news, current affairs and reports from the workshop and industry, so that users search our website every single day or as often as possible. Available on all platforms.

You can buy this

Membership: You get your own profile where you can:
Write your own news articles.

Insert advertisements with pictures / videos on buying and selling, positions, courses, companies, trade shows. Unlimited number of cases.

Advertise on maskinregisteret.no at member price.

ADVERT – ONLINE

MASKINREGISTERET

Topbanner – Front page + other sections or articles

Type: 980x150 pixels, static or animated, max 70 Kb
 Mobile: 468x300 pixels

Price: Articles 9.000 kr.
 Price: Front page + other sections 9.000 kr.

Billboard – Front page + other sections or articles

Type: 980x300 pixels, static or animated, max 150 Kb
 Mobile: 468x300 pixels

Price: Article 13.500 kr.
 Price: Front page + other sections 13.500 kr.

Topbanner Full Size – Front page + other sections or articles

Type: 1800x450 pixels, static, max 250 Kb
 Mobile: 468x300 pixels

Price: Article 15.000 kr.
 Price: Front page + other sections 15.000 kr.

Sticky Banner – Front page + other sections or articles

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

Price: Article 8.500 kr.
 Price: Front page + other sections 8.500 kr.

Corner banner – Front page + other sections or articles

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

Price: Article 4.500 kr.
 Price: Front page + other sections 4.500 kr.

Side banner – Front page + other sections or articles

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

Price: Front page + other sections or articles 1.700 kr.

Content banner – Front page

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

Price: Front page 2.900 kr.

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: 6.000 kr./4.000 kr.
 Price: Other pos. 1/ pos. 2: 2.850 kr./2.850 kr.

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: 7.250 kr./6.000 kr.

Giga banner 1 & 2 – Front page

Type: 930x250 pixels, static or animated, max 150 Kb.
 Mobile: 468x300 pixels

Price: Front page pos. 1: 9.000 kr.
 Price: Front page pos. 2: 6.000 kr.

Title banner – Articles

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

Price: 9.500 kr.

Article banner – Articles

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

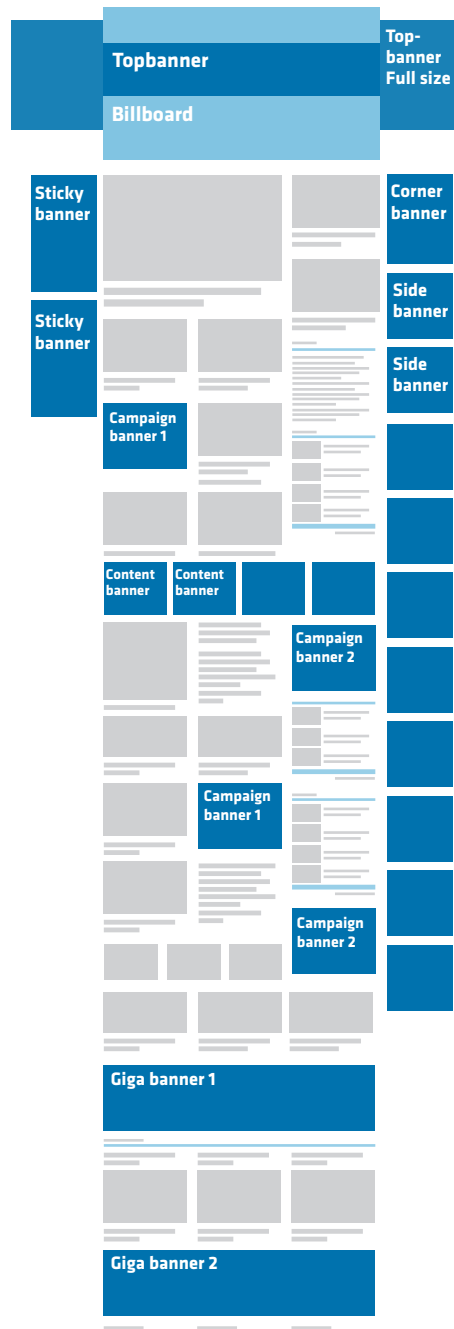
Price: 6.000 kr.

Inread banner – Articles

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

Price: 5.500 kr.

DESKTOP, front page



DESKTOP, article



MOBILE



Creation of banners

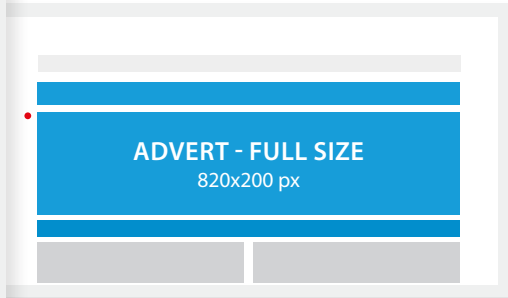
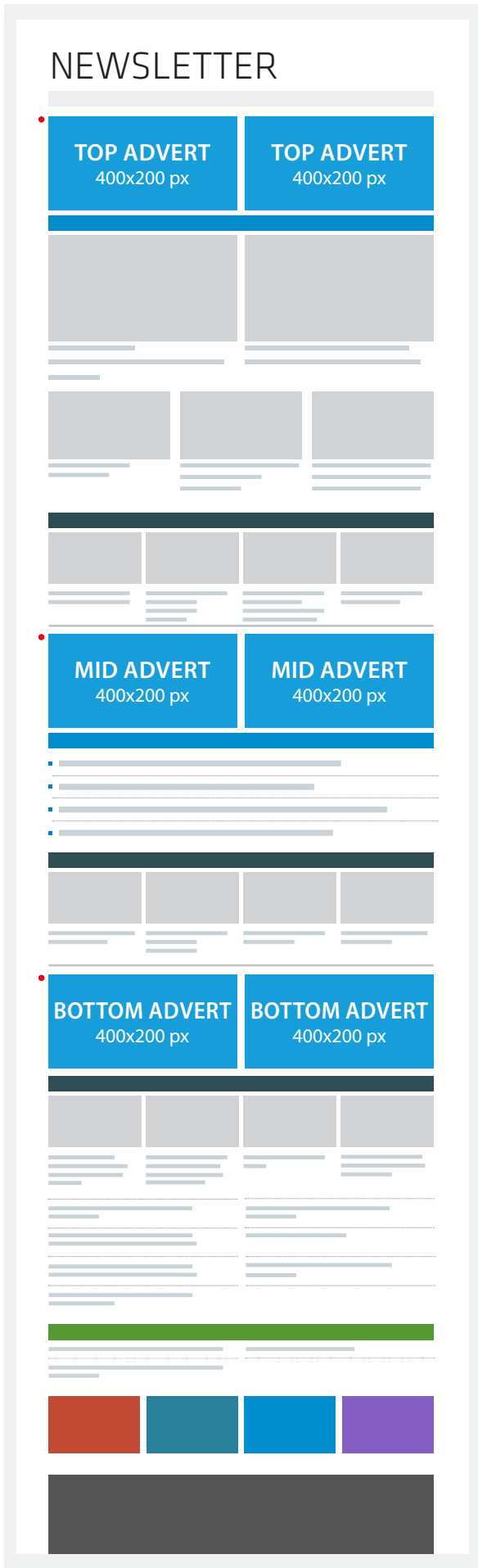
Creation of banners is free, when you order for a period of minimum two months. Otherwise, the price is 500 kr. per banner. If you wish to create the banner yourself, you have to make them in either GIF, JPG or HTML5.

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

MASKINREGISTERET

The advertisements in the newsletter are so significant that almost every reader notice them. The newsletter is sent out by email.

Maskinregisteret is published very thursday at 11 am.

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

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

- **Top advert (400x200 pixels)**

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

- **Mid advert (400x200 pixels)**

Type: Static advert
 File format:jpg, gif or png – max. 50 kB.
 Price per announcement: 1.500 kr.

- **Bottom advert (400x200 pixels)**

Type: Static advert
 File format:jpg, gif or png – max. 50 kB.
 Price per announcement: 1.000 kr.

All stated prices are member prices per month.

It is NOT possible to send animated files.

MIR MASKINREGISTERET



CONTACT INFORMATION

Opening hours:

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

Tel.: +47 98 69 89 59

E-mail: post@nordiskemedier.no

www.maskinregisteret.no

Address:

Nordiske Fagmedier AS

Nydalsveien 12

Postboks 24 Nydalen, N-0412 Oslo

CVR: 824 562 342