



PlastForum

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, www.tungt.no,
www.buildingsupply.no, www.pastforum.no,
www.maskinregisteret.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.

Contact PlastForum

Advertisements/membership

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The editorial staff

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Support company members

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FACTS ABOUT PLASTFORUM



MEMBERSHIP

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

A total membership of PlastForum 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.plastforum.no

DESKTOP	
Unique users:	4.100
Pageviews:	10.700
MOBIL	
Unique users:	13.400
Pageviews:	15.000

TOTAL

Unique users:	17.500
Pageviews:	25.700



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 PlastForum	1.959
Published:	Every week, Tuesday and Thursday

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, makers and suppliers in the plastics-, composite and rubber processing industries. Industrial designers, engineering environments, suppliers to the offshore industry, the aquaculture industry, construction and the construction sector. Technical agencies in Norwegian municipalities and research institutions.

Every day, PlastForum meets the decision makers in the companies.

Directors, the sales/marketing function as well as purchasing and production make up more than 80% of the readers.

PlastForum 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

PlastForum in the value chain

News in the industry

New projects

B2B

Text, photo and live pictures/video

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.

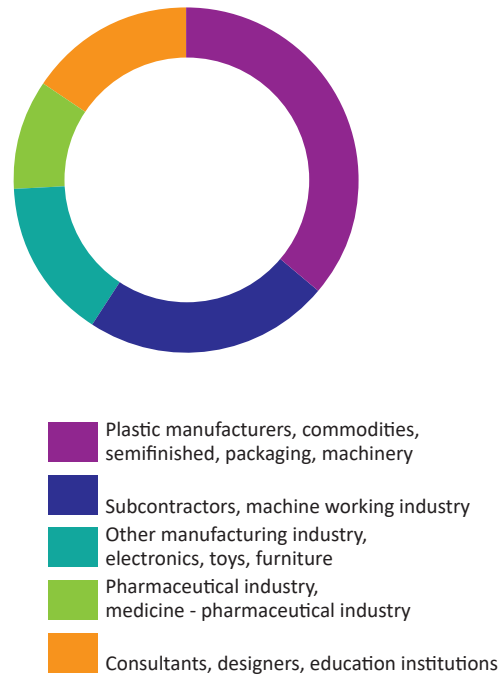
Post ads with pictures/videos on buy and sell, positions, courses, companies, trade shows.

Unlimited number of cases.

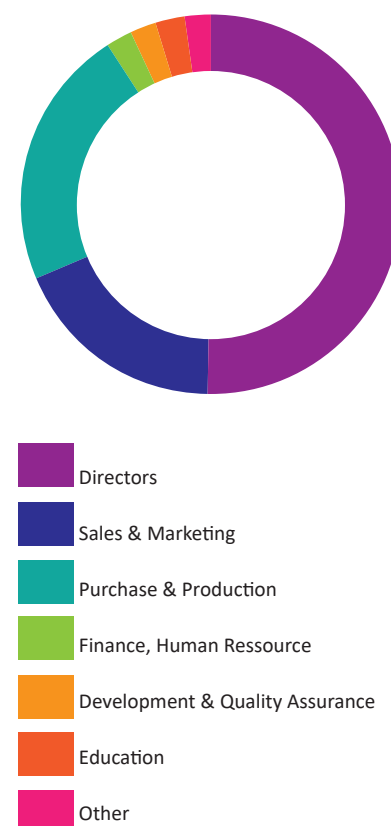
Advertise on plastforum.no at member price.

Price per year: NOK 9.800,-

The distribution of readers of the newsletter



The distribution of readers according to position



ADVERT – ONLINE**PLASTFORUM****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 11.500

Price: Front page + other sections NOK 11.500

Topbanner Full Size – Front page + other sections or articles

Type: 1800x450 pixels, static, max 250 Kb

Mobile: 468x300 pixels

Price: Article NOK 13.500

Price: Front page + other sections NOK 13.500

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 4.500

Price: Front page + other sections NOK 4.500

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 1.700

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 2.850/2.850

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 9.500

Article banner – Articles

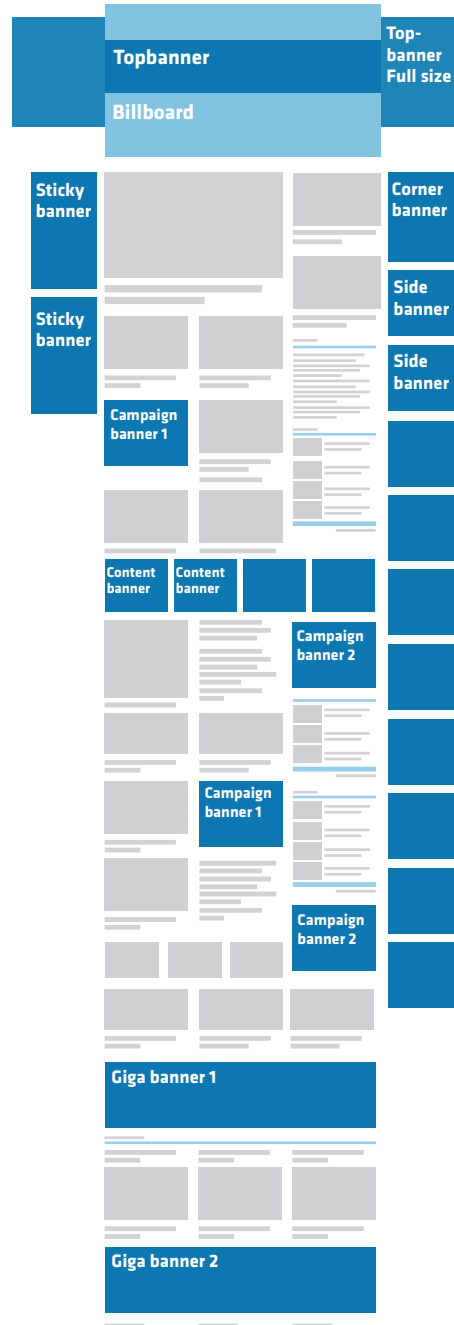
Type: 660x200 pixels, static banner, max 40 Kb

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**

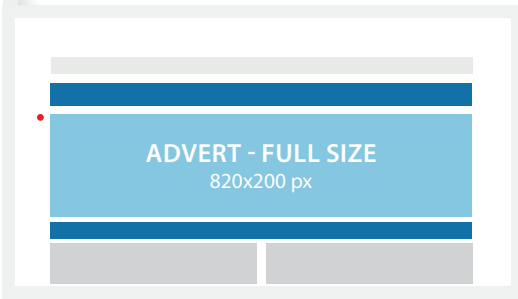
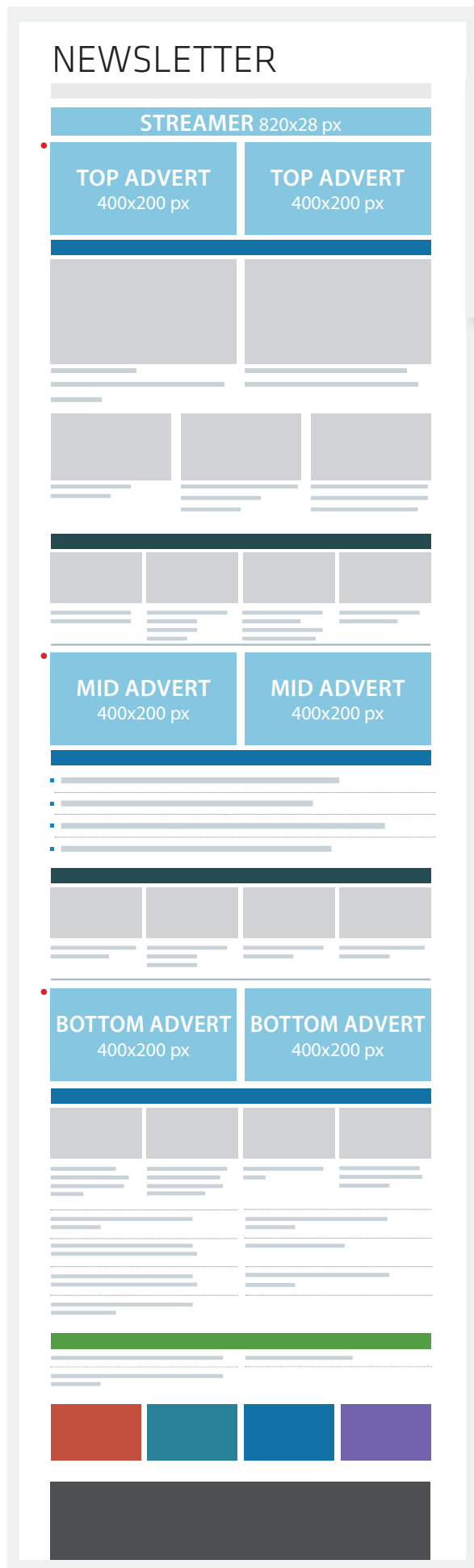
Creation of banners is free, when you order for a period of minimum two months. Otherwise, the price is 500 kr. per banner. If you wish to create the banner yourself, you have to make them in either GIF, JPG or HTML5.

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

PLASTFORUM

The advertisements in the newsletter are so significant that almost every reader notice them. The newsletter is sent out by email. PlastForum is published every Tuesday and Thursday at 11 am.

Streamer (820x28 pixels)

Type: Static advert
File format:jpg, gif or png – max. 50 kB.
Price per week (monday – friday): NOK 4.000

• Top advert – Full size (820x200 pixels)

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

Top advert (400x200 pixels)

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

Mid advert (400x200 pixels)

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

Bottom advert (400x200 pixels)

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

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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