

PLAST

FORUM

plastforum.se

- ✓ **Magazine**
- ✓ **Web**
- ✓ **Newsletter**
- ✓ **Events**



@Plastforum



Media info 2020

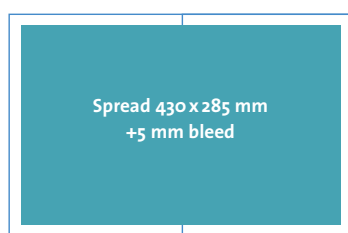


THE MEETING POINT FOR THE PLASTICS AND RUBBER INDUSTRY IN SWEDEN/SCANDINAVIA

Preliminary editorial programme 2020

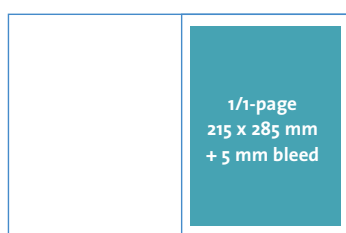
Issue	Publ. date	Material	Theme
1	February 4	January 14	Machinery & Automation / Lightweight materials
2	March 9	February 17	Medical Technology / PUR & Elastomers
3	April 27	April 2	Exhibition issue Elmia Production Fairs / Sustainable plastics
4	June 16	May 26	Polymers in Automotive / Moulds
5	September 22	September 1	Exhibition issue Fakuma / Machinery & Automation
6	October 27	October 6	Exhibition issue Elmia Subcontractor / Additive manufacturing
Insert 6	October 27	October 6	Special magazine
7	December 10	November 19	Polymers in Automotive / Medical Technology
Insert 7	December 10	November 19	Calender 2021 – The Polymer Industries Fairs and events

Advertising rates



Spread

SEK 59,700

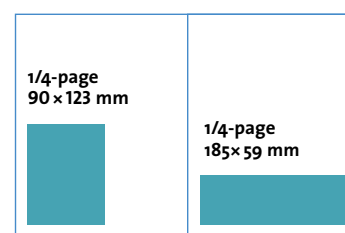


1/1-page

SEK 37,300

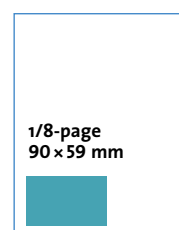


1/2-page SEK 22,700



1/4-page

SEK 12,840



1/8-page SEK 7,060

Cover Pages – 215 x 285 mm (+5 mm bleed)

Inside front cover page SEK 37,200
Inside back cover page SEK 31,600
Back cover page SEK 39,200

Please allow space for address print (30 mm) at the top.

Inserts (incl postage and inserting)

2 page SEK 25,900
4 page SEK 28,900

Plastforum
gets the overall
rating

4,2 of 5



Suppliers Guide

Choose one or several headings and book per calendar year. When you book space in the Supplier's Guide you will be present in the magazine as well as on plastforum.se.

Standard Entry: (Name, address, phone, e-, webaddress)
Company name in bold type
Company name and tel. no in red
Logotype incl 4-colour
Extra line
Links

Price per Month

SEK 340
SEK 390
SEK 390
SEK 610
SEK 110
SEK 160

Bookings are per calendar year and remain until cancelled.

JOB ADVERTISEMENT

Standard package includes:

A headline of the job application on plastforum.se and the newsletter with a link to your A4-pdf job-ad or direct to your homepage.

Price SEK 9,900 /month

Digital formats & prices

plastforum.se

Homepage, prices per month

Top banner Full Size 1800x450 px, static, max 250 kb.....	SEK 39,500
Billboard 980x450 px, static or animated, max 150 kb	SEK 34,000
Top banner 930x180 px, static or animated, max 70 kb	SEK 18,000
Sticky banner 240x400 px, static or animated, max 90 kb.....	SEK 15,000
Corner banner 200x300 px, static or animated, max 70 kb.....	SEK 9,500
Side banner 200x175 px, static or animated, max 40 kb	SEK 2,800
Content banner 230x230 px, static, max 55 kb	SEK 5,000
Campaign banner 1 480x480 px, static or animated, max 75 kb.....	SEK 14,500
Campaign banner 2 480x480 px, static or animated, max 75 kb.....	SEK 10,000
Gigabanner 1 980x480 px, static or animated, max 150 kb.....	SEK 18,000
Gigabanner 2 980x480 px, static or animated, max 150 kb	SEK 10,000

Specifications

Static: jpg, animerad: gif, Html (zip-fil med allt material), Script.
All banners should be responsive.
Animations should last within 20 seconds.
Ad design is included in the price.

Article page, prices per month

Top banner Full Size 1800x450 px, static, max 250 kb.....	SEK 39,500
Billboard 980x450 px, static or animated, max 150 kb.....	SEK 34,000
Top banner 930x180 px, static or animated, max 70 kb.....	SEK 18,000
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 15,000
Corner banner 200x300 px, static or animated, max 70 kb	SEK 9,500
Side banner 200x175 px, static or animated, max 40 kb.....	SEK 2,800
Campaign banner 1 300x250 px, static or animated, max 75 kb	SEK 11,500
Campaign banner 2 300x250 px, static or animated, max 75 kb.....	SEK 9,000
Title banner 200x60 px, static, max 20 kb	SEK 19,000

Specifications

Static: jpg, animerad: gif, Html (zip-fil med allt material), Script.
All banners should be responsive.
Animations should last within 20 seconds.
Ad design is included in the price.

Material

E-mail material including landing page to:
annons@nordiskemedier.se
Mark the material with Plastforum

Newsletter

Newsletter, prices per day

Streamer 820x28 px.....	SEK 10,000
Top ad Full Size 820x200 px	SEK 8,000
Middle ad Full Size 820x200 px.....	SEK 8,000
Bottom ad Full Size 820x200 px	SEK 8,000
Top ad 400x200 px.....	SEK 4,200
Middle ad 400x200 px	SEK 3,200
Bottom ad 400x200 px.....	SEK 2,100

Specifications

Static: jpg, gif or png. Max 50 kb.
Ad design is included in the price.



Native Advertising

Native Advertising is a sponsored text on plastforum.se that is marked as an ad. The content is designed so that the reader perceives it as a natural part of the platform. The sponsored content should, for maximum effect, be relevant to the target audience and add value to the reader.

Membership
SEK 8,200/year

All members
50% off!

Member package

12 months side banner on the portal
1 top ad in the newsletter
2 middle ads in the newsletter
2 bottom ads in the newsletter
1 year membership
SEK 16,200



Plastforum is the number one media channel in Sweden that gives you a comprehensive overview of the plastic, rubber and composite industries.

With more than 15,000 recipients, Plastforum - the print magazine, electronic magazine, website (plastforum.se) and the weekly newsletter – is the obvious and natural marketing channel for the plastic industry and its suppliers.

Our subscribers and followers are professional decision makers. Half of these are CEO, owners or in a managerial position.

25% are engineers and 20% have sales and market responsibility. We want to give you the best conditions to make strategic decisions. Technological progress is running fast, and we are at the forefront. That is a journalistic challenge, but that is there the readers of Plastforum deserve to be.

Malin Folkesson

Malin Folkesson, Editor in chief

Technical information

Magazine format: 215 x 285 mm

Media: CD, FTP, e-mail, mail. We prefer optimized PDF:sr

Printing: Offset, 4-colour (cmyk)

Screen: 150 lines/inch
(resolution minimum 300 pixels/inch)

File format: Eps, Tiff

web: ftp.exaktaprinting.se/Login

ftp: ftp.exaktaprinting.se (use FTP-program)

user name: annonsmaterialmentorem

password: mentorexakta

Advertising material:

annons.plastforum@nordiskemedier.se

Events 2020

JEC World	Paris, France	March 3-5
Nordbygg	Sthlmsmässan, Älvsjö, Sweden	April 20-24
Produktionsmässorna Elmia	Jönköping, Sweden	May 12-15
Fakuma	Friedrichshafen, Germany	October 13-17
Composite Europe	Stuttgart Germany	November 10-12
Elmia Subcontractor	Jönköping, Sweden	November 10-13
Formnext	Frankfurt am Main, Germany	November 10-13
CompaMed	Düsseldorf, Germany	November 16-19

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