

# BYGGFAKTA nyheter

## Media kit 2023

### Byggfakta News

Our target group for the trade magazine Byggfakta is decision makers, architects, contractors, consulting engineers and contractors, suppliers, and manufacturers. In other words; the entire building- and construction industry, including the water- and plumbing industry.

As an advertiser in our magazine, you will reach out to more than 20 000 decision makers. Our previously separated magazine VVS aktuelt is now an integral part of the Byggfakta magazine. This gives you, as an advertiser, an even bigger impact, in terms of branding, product launches, targeted campaigns, job ads, vouchers, catalogs, etc. The magazine is also sent out to over 20 000 subscribers as an [e-magazine](#).

#### PUBLICATIONS / RELEASE SCHEDULE

Nr	Construction	HVAC/plumbing	Material deadline	Release date
1	Health and schools buildings	Plumbing industry	10. Jan	31. Jan
2	Architecture and commercial building	Indoor climate / ventilation	14. Feb	07. Mar
3	Roof and facade solutions	Bathroom trends	14. Mar	04. Apr
4	Energy and environment	Heat and energy	23. May	13. Jun
5	Bygg Reis Deg / Building with steel, masonry and concrete	Water and og drains	19. Sep	10. Okt
6	Summary Bygg Reis Deg / Build in wood	Innovation/product news	21. Nov	12. Des

Infrastructure, cars, product news, projects, industry commentary, SINTEF Byggforsk, company profile, news.

#### ADVERTISING DEPARTMENT

Customer advisor - **Kristen Sandvold**

[ksa@byggfakta.no](mailto:ksa@byggfakta.no) - +47 957 21 068

#### FORMATS (w x h in mm)

2/1 page 394 x 270  bleed 420 x 297 +5 mm		1/1 page 185 x 270  bleed 210 x 297 + 5 mm	1/2 page 90 x 270  bleed 105 x 297 + 5 mm
1/2 page 185 x 130  bleed 210 x 148 + 5 mm	1/3 page 185 x 85	1/4 page 185 x 65	1/8 page 185 x 32

#### MATERIALS AND CONDITIONS

##### Material specifications

PDF - 300 dpi - CMYK - E-mail the ad to: [annonse@byggfaktamedia.no](mailto:annonse@byggfaktamedia.no)

**Reproduction costs (tax not included): Cost per hour: NOK 1250,-**

##### Conditions:

Tax will be added to all costs for ads- and enclosures.

For serial advertisements, the previous ad must have been paid before a new insert will take place. Payment: Net per 14 days from billing date.

##### Conditions:

All advertising and inserts prices are added value added tax. In case of multiple indents, the last indentation must be paid before new entry can happen. Payment Terms: 14 days from date of invoice. If canceled or modified by campaign / ad later than 10 days prior to release, the full amount will be invoiced as originally agreed. For agreements with a duration of one month or more, mutual notice period of 1/3 of the total contract period applies. Note: This applies in cases where the agreement has started to expire. Distributed in Norway NOK 745,- Global NOK 895, Singel copies NOK 79,- Edition: 20.000 ex

#### AD SPECS (tax 25% not included)

Pagesize	Typearea (mm)	Full colors
2/1 page	394 x 270	NOK 40.000
Last page, page 2, 3, 4 and 5	185 x 270	NOK 30.000
1/1 page	185 x 270	NOK 25.500
1/2 page	185 x 130 / 90 x 270	NOK 16.000
1/3 page	185 x 85	NOK 13.000
1/4 page	90 x 130 / 185 x 65 / 43 x 270	NOK 11.000
1/8 page	90 x 65 / 185 x 32 / 43 x 130	NOK 7.000
<b>Native ads: 2/1 page</b>	394 x 270	NOK 48.000*
<b>Native ads: 1/1 page</b>	185 x 270	NOK 30.600*

\*Journalist and ad production are added

##### Plasted inserts up to 30 grams:

The whole country: NOK 40.000 tax not included parts og the country: NOK 4,30 per piece tax not included. This warranty is void if the material deadline is not met. Complaints, corrections and stop orders must be in writing.

#### E-MAGAZINE

Ad Banner on e-Magazine, sent out to approximately 36 000 subscribers related to construction, private and public. e-Magazine follows Byggfakta's print publications.

Do you want to subscribe to our e-magazine?

Contact us at:  
+47 69 91 24 00 or  
[abo@byggfakta.no](mailto:abo@byggfakta.no)



# BYGGFAKTA nyheter

# Digital advertising 2022

Our two websites, [byggfaktanyheter.no](https://byggfaktanyheter.no) and [VVSaktuelt.no](https://vvsaktuelt.no), have experienced a formidable increase in the number of visitors, with more than 870 000 and 450 000 page views a year. This makes us a very effective marketing channel for online and newsletter advertising, as well as native ads.

Our readers consist mostly of leaders and decision makers across the construction and building industry. This is the target group for our advertisers.

## BYGGFAKTANYHETER.NO

The screenshot displays the Byggfakta nyheter website interface. At the top, there's a navigation bar with 'BYGGFAKTA nyheter' and 'VVS' logos, and a search bar. Below the navigation bar, the main content area is divided into several sections, each labeled with an ad format: 'Toppbanner' (top banner), 'Sticky 1-3' (sticky banners), 'Midtbanner' (middle banner), 'Native ad Topplass' (native ad top placement), 'Stor midtbanner' (large middle banner), and 'Sticky 4-6' (sticky banners). Each section includes a visual representation of the ad format and a small 'ANNONSE' (advertisement) label. The 'Native ad Topplass' section also features a news article snippet titled 'Takseminar på Østlandet – Brann, Solenergi, Taksystem, og Isolering'.

## ADVERTISING RATES – nyheter.byggfakta.no

Format	Px	Price per week
Top banner	980 x 150	NOK 12.000
Sticky banner Right	250 x 360	NOK 8.000
Banner 1-3 Center	300 x 200	NOK 4.000
Banner Large	620 x 150	NOK 5.000
Center banner	980 x 150	NOK 5.000
Right banner 4-7	300 x 200	NOK 2.000
Article Banner	300 x 1000	NOK 5.000
Stamps	200 x 150	NOK 1.000
Native ads, top	picture/logo/text	NOK 8.000*
Native ads	picture/logo/text	NOK 6.000*

per newsletter

Ads in newsletter	620 x 150/300x200	NOK 5.000
per month		

Job Posting online	logo	NOK 4.000
--------------------	------	-----------

Prices are net and any production costs are additional.

\* Journalist and ad production are added

## NATIVE ADS

Native ads are an advertising offering with an exclusive location and design. It is a marketing technique where you write an interesting and educational article about the company and what it engages in / some products or customer experiences. The goal is to attract, establish a relationship with and engage a clearly defined audience.

The article has a clear angle, a title and ingress that engages and a clear purpose to enlighten. It is clearly marked as an ad, but will resemble a news article.

### What can native ads do for you?

Content marketing can build knowledge and trust in the business, create preference, generate leads, drive sales and build customer satisfaction.

## NEWSLETTER

Newsletter sent out twice per week, tuesday and thursday to approximately 27 500 subscribers. Max 5 ads per newsletter (4 ads 620x150px and 1 ads 300x200px).

### Price per newsletter Banner

NOK 5.000	620 x 150 px
NOK 2.000	300 x 200 px



## PUBLISHER – Byggfakta Docu AS

Tel.: +47 69 91 24 00  
Org. nr.: NO 946 158 070 MVA



Editor in chief: Pål Engeseth, [p.al.engeseth@byggfakta.no](mailto:p.al.engeseth@byggfakta.no)  
Editor: Bjørn Laberg, [bjorn.laberg@byggfakta.no](mailto:bjorn.laberg@byggfakta.no)

**Tip our newsroom!**  
[red@byggfaktamedia.no](mailto:red@byggfaktamedia.no)