

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

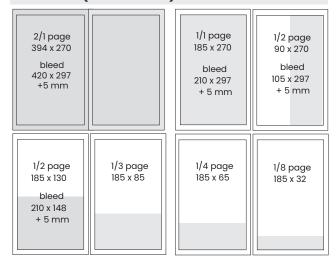
| Nr | Construction | HVAC/plumbing | Material deadline | Release date |
|----|---|------------------------------|-------------------|--------------|
| 1 | Health and schools buildings | Water and og drains | 16. Jan | 06. Feb |
| 2 | Architecture and commercial building | Indoor climate / ventilation | 20. Feb | 12. Mar |
| 3 | Roof and facade solutions | Bathroom trends | 16. apr | 07. May |
| 4 | Energy and environment | Heat and energy | 21. May | 11. Jun |
| 5 | Building with steel, masonry and concrete | VVS-dagene | 17. Sep | 08. Okt |
| 6 | Building in wood | Summary VVS-dagene | 19. Nov | 10. Des |

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

ADVERTISING DEPARTMENT

Customer advisor - Kristen Sandvold ksa@byggfakta.no - +47 957 21 068

FORMATS (wxhinmm)



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 | |

Plasted inserts up to 30 grams:

*Journalist and ad production are added

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.

MATERIALS AND CONDITIONS

Material specifications

PDF - 300 dpi - CMYK - E.mail the ad to: annonse@byggfaktamedia.no Reproduction cocts (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

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: abo@byggfakta.no



BYGGFAKTA nyheter

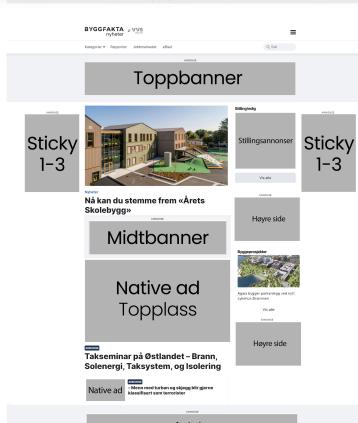
Digital advertising

2024

Our two websites, byggfaktanyheter.no and 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



Stor midtbanner





ADVERTISING RATES - nyheter.byggfakta.no

| Forn | | P | Px | | Price per week | |
|----------|-------------------------------|--------------------|---------------------|-------------|----------------|--|
| Top k | oanner | 980 x 15 | 50 | NOK | 12.000 | |
| Stick | y banner Right | 250 x 3 | 60 | NOK | 8.000 | |
| Bann | er 1-3 Center | 300 x 2 | 00 | NOK | 4.000 | |
| Bann | ier Large | 620 x 15 | | NOK | 5.000 | |
| Cent | er banner | 980 x 15 | - | NOK | 5.000 | |
| Right | : banner 4-7 | | - | | | |
| Artic | Article Banner | 300 x 2 | | NOK | 2.000 | |
| Stam | nps | 300 x 100 | | NOK | 5.000 | |
| | re ads, top | 200 x 15 | 50 | NOK | 1.000 | |
| | ative ads | picture/logo/text | | NOK | 8.000* | |
| NULIV | | picture/logo | /text | NOK | 6.000* | |
| | | | | per ne | ewsletter | |
| Ads i | n newsletter | 620 x 150/3 | 00x200 | NOK | 5.000 | |
| | | | | ре | er month | |
| Job F | Posting online | | logo | NOK | 4.000 | |
| Prices a | re net and any production cos | ts are additional. | *Journalis added | st and ad p | production are | |
| | | | | | | |

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).



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



PUBLISHER - Byggaktuelt Media AS

Tel.: +47 936 00 518 Org. nr.: NO 931 434 284 MVA



