

# BYGGFAKTA

## nyheter



## Media kit 2025

### 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 30 000 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 30 000 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	21. Jan	11. Feb
2	Architecture and commercial building	Indoor climate	27. Mar	08. Apr
3	Roof and facade solutions	Bathroom trends	28. May	10. Jun
4	Building with steel, masonry and concrete	Heat and energy	12. Aug	02. Sep
5	Environment and sustainability/Bygg Reis Deg	New products HVAC	16. Sep	07. Okt
6	Wooden building/Bygg Reis Deg summary	Building automation/Smarthouse	18. Nov	09. 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

Media advisor - **Fredrik T. Larsen**  
fredrik@salgsfabrikken.no - +47 456 54 170

Media advisor - **Markus Andresen**  
markus@salgsfabrikken.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

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

Pagesize	Typearea (mm)	Full colors
2/1 page	394 x 270	NOK 42.500
Last page, page 2, 3, 4 and 5	185 x 270	NOK 32.000
1/1 page	185 x 270	NOK 27.000
1/2 page	185 x 130 / 90 x 270	NOK 17.000
1/3 page	185 x 85	NOK 14.000
1/4 page	90 x 130 / 185 x 65 / 43 x 270	NOK 12.000
1/8 page	90 x 65 / 185 x 32 / 43 x 130	NOK 7.500

### 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](mailto: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 indention 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: 5.500 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](mailto:abo@byggfakta.no)



# BYGGFAKTA nyheter

# Digital advertising 2025

Our two websites, [byggfaktanyheter.no](http://byggfaktanyheter.no) and [VVSaktuelt.no](http://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 shows the website interface with several ad format placeholders:
 

- Toppbanner**: A large banner at the top of the page.
- Sticky 1-3**: Vertical banners that stay on the left and right sides of the page.
- Midtbanner**: A banner in the middle of the page.
- Native ad Topplass**: A large native advertisement at the top of the main content area.
- Stor midtbanner**: A large banner in the middle of the page, below the native ad.
- Sticky 4-6**: Vertical banners at the bottom of the page.

## ADVERTISING RATES – nyheter.byggfakta.no

Format	Px	Price per week	
Top banner	980 x 150	NOK	12.800
Sticky banner Right	250 x 360	NOK	8.500
Banner 1-3 Center	300 x 200	NOK	4.500
Banner Large	620 x 150	NOK	5.500
Center banner	980 x 150	NOK	5.500
Right banner 4-7	300 x 200	NOK	2.500
Stamps	200 x 150	NOK	1.200
Native ads, top	picture/logo/text	NOK	8.500*
Native ads	picture/logo/text	NOK	6.500*

			per newsletter
Ads in newsletter	620 x 150/300x200	NOK	5.500

			per month
Job Posting online	logo	NOK	5.000

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 5.500	620 x 150 px
NOK 5.500	300 x 200 px

## PUBLISHER – Byggaktuelt Media AS

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

Editor in chief: Bjørn Laberg, [bjorn.laberg@byggfakta.no](mailto:bjorn.laberg@byggfakta.no)



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