

For architects, builders, promoters, decision makers and suppliers. In short; the entire construction industry.

Byggfakta primarily has architects, contractors, builders, decision makers and suppliers as target groups. We wish to contact the entire construction industry through daily news updates on byggfakta.no. In our magazines, we provide space for new construction projects, reports from trade fairs and conferences, industry news, and custom themed templates in each edition. (see release plan below)

We reach over 12,000 decision-makers in the private and public construction market with the magazine Byggfakta. These are managers who make decisions on projects totaling over NOK 998 billion. A total of 84 percent of our readers say they have decisive authority. According to Ipsos's MMI, more than 30 percent of our readers have decision-making authority of more than five million NOK and a total of 70 percent of the readers have procurement offices for consulting services in our industry.

The number of pageviews on byggfakta.no has shown a pleasant increase. In the period from 1 January to 31 August this year, the number of pageviews has increased by formidable 123.9 percent! (435,964 page views, compared to 351,914 in the same period last year)

This makes Byggfakta a targeted channel for:

- Profile Advertising
- Job/work advertisement
- Promotions campaigns for new products
- Distribution of DM in the form of catalogs, product sheets and such
- Visibility of changes in the firm, such as a new addresses or profiles



PUBLICATIONS / RELEASE SCHEDULE

No		Material deadline	Release date
1	Innovation and digitization	15. januar	5. februar
2	Roof and facade solutions	19. februar	12. mars
3	Health and schools buildings	26. mars	23. april
4	Architecture and commercial building	21. mai	11. juni
5	Building with steel, masonry and concrete	13. august	3 september
6	Trade Fairs - Bygg Reis Deg 2019	17. september	8. oktober
7	Construction projects 2020	29. oktober	19. november

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 and 4	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
Native ads: 2/1 page	394 x 270	NOK 48.000
Native ads: 1/1 page	185 x 270	NOK 30.600

FORMATS (w x h in mm)

<p>2/1 page bleed 420 x 297</p> <p>Text area 394 x 270</p> <p>Bleed print area 5 mm</p>	<p>1/1 page bleed 210 x 297</p> <p>Text area 185 x 270</p> <p>Bleed print area 5 mm</p>	<p>1/1 page text area 185 x 270</p>
<p>1/2 page bleed 210 x 148</p> <p>Text area 185 x 130</p> <p>Bleed print area 5 mm</p>	<p>1/2 page text area 185 x 130</p>	<p>1/2 page bleed 105 x 297</p> <p>Text area 90 x 270</p> <p>Bleed print area 5 mm</p>
<p>1/4 page text area 90 x 130</p>	<p>1/4 page width text area 185 x 65</p>	<p>1/8 page text area 90 x 65</p>
		<p>1/8 page text area 185 x 32</p>

Plasted inserts up to 30 grams:

The whole country: NOK 37.500 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 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.

ADVERTISING DEPARTMENT

Contact

Customer advisor **Solveig Storlien** - sgs@byggfakta.no

Customer advisor **Randi Huth Rogne** - randi.rogne@byggfakta.no

Customer advisor **Antika Norum** - antika.norum@byggfakta.no

Key Account Manager **Kristen Sandvold** - ksa@byggfakta.no

Key Account Manager **Betty Söderholm** - bso@byggfakta.no

Mobil

+47 922 60 926

+47 995 20 500

+47 451 31 544

+47 957 21 068

+47 957 27 057

DISTRIBUTION

Private and public promoters and real estate developers: ca. 2.900
Architects, consulting engineers and consultants: ca. 2.100
Contractors, builders and other building craftsmen, suppliers and the construction trade: ca. 5.300
e-Magazine and exhibition distribution: ca. 7.680

Årsabonnement: Distributed in Norway NOK 745,- Global NOK 895, Singel copies NOK 79,-
Edition: 10.500 ex

BYGGFAKTA.NO

Top banner
NOK 12.000

Center banner
NOK 5.000

Right banner 1-3
NOK 4.000

Right banner 4-7
NOK 2.000

Native ads
NOK 6.000

Native ads
NOK 6.000

Native ads
NOK 6.000

Large center banner
NOK 5.000

Right banner 4-7
NOK 2.000

NEWSLETTER

Newsletter sent out twice per week, tuesday and thursday to approximately 53,000 e-mail addresses. The newsletter is free.

Max 6 ads per newsletter (4 ads 620x150px and 2 ads 300x200px).

Price per newsletter	Banner
NOK 4.000	620 x 150 px
NOK 2.000	300 x 200 px



ADVERTISING TATES Byggfakta.no

	Px	Price per week
Top banner	980 x 150	NOK 12.000
Sticky banner	250 x 360	NOK 8.000
Right banner 1-3	300 x 200	NOK 4.000
Center banner	620 x 150	NOK 5.000
Large center banner	980 x 150	NOK 5.000
Right banner 4-7	300 x 200	NOK 2.000
Article banner	300 x 1000	NOK 4.000
Stamps	200 x 150	NOK 1.000
Native ads	picture/logo/text	NOK 6.000
Native ads, article banner	picture/logo/text	NOK 4.800
per newsletter		
Ads in newsletter	620 x 150/300x200	NOK 4.000
per month		
Job Posting online	logo	NOK 4.000

Prices are net and any production costs are additional.

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.

E-MAGAZINE

Ad Banner on e-Magazine, sent out to approximately 65,000 e-mail addresses 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 63 91 24 00 or abo@byggfakta.no



PUBLISHER - Byggfakta Docu AS

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

Editor in chief: Pål Engeseth, pal.engeseth@byggfakta.no
Editor: Bjørn Laberg, bjorn.laberg@byggfakta.no
Web editor: Therese Alne Bolin, therese.bolin@byggfakta.no

BYGGFAKTA
« LØNSOM INFORMASJON »

Tip our newsroom!
red@byggfaktamedia.no