

Through Tungt.no you have the opportunity to meet your target group in the correct and relevant context.

**tungt.no**

**Anleggs**  
MAGASINET

**TRANSPORT**  
MAGASINET

**Logistikk**  
ledelse

## TARGET GROUP:

People and decision makers working within: transportation, logistics and construction in both public and private sector.

## TRAFFIC FIGURES:

Tungt.no is available on desktop, tablet, mobile and Facebook. About one million page views and 140,000 users on average per month.

## FORMATS AND PRICES Q1 2020

Banner	Desktop	Mobile	Price
Top banner	980 x 150	468 x 300	NOK 11,000
	980 x 300	468 x 300	NOK 16,000
Board 1,2	580 x 400	468 x 300	NOK 9,000
Megaboard	980 x 300		NOK 11,000
Sky 1,2	180 x 500	468 x 150	NOK 8,000
Sky 3 (Sticky)	180 x 500	468 x 150	NOK 9,000
Box 1,2,3	300 x 250	180 x 150	NOK 5,000
Horse Shoe *	1010 x 150 + 180 x 700 + 180 x 700		NOK 24,000

\* Horseshoes are assembled by expanded top banner + left and right skyscrapers

\*\* Own formats for mobile view.

## Rules:

Contextual campaigns for periods of 6 / 12 months have priority of shorter campaign periods when ordering earlier than 14 days before campaign start.

## CONTENT MARKETING

Content Marketing is an ad product where you as an advertiser get the opportunity to publish editorial material both in print and digitally. The article must be delivered "finished" or we can help you get in touch with people who can make the articles. We then customize this so that it can be published in one of our magazines

and on tungt.no. An article of this type will be highlighted with «Advertisement» according to editorial responsibility and Norwegian Press Association's Ethical Code of Practice for the Press.

Contact us for prices and more information.

## JOB VACANCY

Job vacancy is a rolling exposure of job listings. Meet the active and passive job seeker! By advertising in context, you can also reach the 90 % who is not looking for a job.

Contact us for prices and more information.

## NEWSLETTER

Tungt.no keep our readers up to date with a biweekly newsletter. Here you can communicate directly to your audience via a promotional banner in the newsletters. Distributed to approx.7100 email addresses with an opening rate of 25-35 %.

Price: 1 week NOK 5,000.- /

4 weeks NOK 15,000.-

Frequency: 2 days a week Format: 600 x 300

## DESKTOP

The desktop view shows a top banner with a white van, a megaboard with a Scania advertisement, and several box ads. A board ad is also visible at the bottom.

## MOBILE

The mobile view shows a top banner with a person's face, a megaboard with a Scania advertisement, and several box ads. A board ad is also visible at the bottom.

## CONDITIONS

All banner spots are shared with up to 4 advertisers.

- **Deadline for delivery:** 5 business days.
- **File formats:** JPEG, HTML, and GIF

**Agency production:** 5%

(Including all commissions and allowances)

## CONTACT:

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