

# BYGGFAKTA

## nyheter



Now also with HVAC & Plumbing

## Media kit 2022

### 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 19 000 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 36 000 subscribers as an [e-magazine](#).

#### PUBLICATIONS / RELEASE SCHEDULE

Nr	Construction	HVAC/plumbing	Material deadline	Release date
1	Health and schools buildings	Plumbing industry	11. Jan	01. Feb
2	Architecture and commercial building	Indoor climate / ventilation	15. Feb	08. Mar
3	Roof and facade solutions	Bathroom trends	15. Mar	05. Apr
4	Energy and environment (Eliaden 2022)	Heat and energy	03. May	24. May
5	Building with steel, masonry and concrete	Water and og drains	09. Aug	30. Aug
6	Rehabilitation	VVS-dagene 2022	20. Sep	11. Okt
7	Build i wood	Summary VVS-dagene	01. Nov	22. Nov
8	Construction projects 2023	Building automation	22. Nov	13. Des

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

#### ADVERTISING DEPARTMENT

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#### 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 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*

#### Plasted inserts up to 30 grams:

The whole country: NOK 40.000 tax not included parts and 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.

\*Journalist and ad production are added

#### 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 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.

#### 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. 5.466
e-Magazine and exhibition distribution:	ca. 5.686

Distributed in Norway NOK 745,- Global NOK 895, Singel copies NOK 79,-  
**Edition:** 19.000 ex

# BYGGFAKTA nyheter

# Digital advertising 2022

Our two websites, [nyheter.byggfakta.no](http://nyheter.byggfakta.no) and [VVSaktuelt.no](http://VVSaktuelt.no), have experienced a formidable increase in the number of visitors, with more than 616 000 and 624 000 unique 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.

## NYHETER.BYGGFAKTA.NO

The screenshot shows the website layout with several ad spots:

- Top banner:** kr. 12.000
- Center banner:** kr. 5.000
- Sticky:** kr. 8.000
- Right banner 1-3:** kr. 4.000
- Native ads, topplass:** kr. 8.000
- Native ads:** kr. 6.000
- Large center banner:** kr. 5.000
- Reight banner 4-7:** kr. 2.000

## ADVERTISING RATES - nyheter.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	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.

## 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)



## NEWSLETTER

Newsletter sent out twice per week, tuesday and thursday to approximately 35 000 subscribers. Max 6 ads per newsletter (4 ads 620x150px and 2 ads 300x200px).



Price per newsletter	Banner
NOK 5.000	620 x 150 px
NOK 2.000	300 x 200 px

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

## PUBLISHER - Byggfakta Docu AS

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