



TEKNISK FOR DEG SOM SKAPER FREMTIDEN UKEBLAD

20
19

Product and Promotional Advertising- Media Plan 2019



READERS 262,000	ENGINEERS 105,000	MANAGERS 77,650	FOR THOSE WHO CREATE THE FUTURE WWW.TU.NO
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Facts on Teknisk Ukeblad

Teknisk Ukeblad is the leading technology and business magazine in Norway, publishing 11 issues in 2019.

We have 140,000 subscribers, mainly engineers and civil engineers who are members of NITO and Tekna. According to the latest ratings from TNS Gallup, each issue has 262,000 readers.

105 000 technologists / engineers

77 650 leaders

44 395 leaders in the technical sector

12.000 students in technology fields

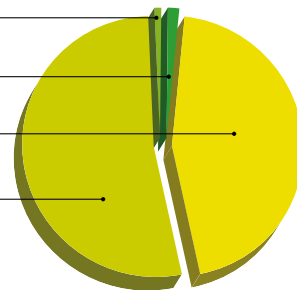


Our own subscribers: 1650 ←

PF engineers: 2100 ←

Tekna engineers: 75 600 ←

NITO engineers: 88 560 ←



148.000
total circulation

Content with deeper insight

Each issue features news about technology development from the largest business sectors in Norway. Compared to other media, we want to go deeper and give more insight by providing an exclusive story in each issue. Investigating technological challenges within different sectors: industry, IT, energy, health and biotechnology, environment and climate, and building and construction.

Each issue will also provide a career section focusing on education, research and working life.



Release Schedule 2019

No.	Publication date	Week	Special section	Deadline	TU Conferences
1	22. January	4	Bygg	11. January	
2	19. February	8	Automatisering	8. February	PTK (4-6 March)
3	19. March	12	Elektrisk transport	8. March	
4	16. April	16	Helseteknologi	5. April	
5	28. May	22	Maritim industri og havbruk	16. May	Nor-Shipping (4-7 June)
6	25. June	26	Samferdsel	13. June	Aqua-Nor (20-23 August)
7	27. August	35	Grønn energi	16. August	
8	24. September	39	Smarte byer	13. September	OTD (October), Bygg Reis Deg (16-19 October)
9	22. October	43	Industri 4.0	11. October	
10	19. November	47	Forbrukerteknologi	8. November	
11	17. December	51	Klima og miljø	6. December	



Ad formats and prices

Formats	Print area	Bleed**	Price
1/1 whole page*	193 x 270 mm	217 x 294	51.000,-
1/2 page, width	193 x 133 mm		29.000,-
1/2 page, height	94 x 270 mm	106 x 294	29.000,-
1/4 page, width	193 x 64 mm		15.000,-
1/4 page, height	94 x 133 mm		15.000,-
2/1 double page	410 x 270 mm	434 x 294	85.000,-
Cover, back page	217 x 244 mm		63.000,-
Native Ads	193 x 270 mm	217 x 294	60.000,-

Prices for Insert ads and other formats are available on request.

Ad formats are specified in width x height, measured in millimeters (mm).

*) 1/1 whole page also include 2nd and 3rd cover page.

**) Note! Remember to add 5 mm on the top, bottom and both sides for bleed ads.

Important information in the ads must be placed at least 10 mm within the print area.

All prices are excl. taxes.

Formats for Job Advertising

Formats	Fixed column width
1 column	38 mm
2 columns	80 mm
3 columns	122 mm
4 columns	164 mm
5 columns	206 mm
1/1 whole page	206 x 270 mm
1/1 whole page bleed**	217 x 294mm

The Job ads have a fixed column width, but can have an optional height up to 270 mm.

Go to annonsere.tu.no/stilling-papir and drag the arrow to the correct column width and height, choose the number of placements and find the price for your advertisement.

Indicative rates:

51 NOK per column millimeter.

51,000 NOK per whole page.

Contact and material



Beate Johnsen

Key Account Manager

beate.johnsen@tu.no

Phone +47 906 77 282

E-mails for receiving material

Material up to 25 MB can be sent to:

Product and Promotional Advertising: **a@tu.no**

Job Advertising: **stiling@tu.no**

Internet and banners: **adops@tu.no**

For further information please see:

www.annonsere.tu.no

Material specifications

Programs: Adobe InDesign, Acrobat, Photoshop, Illustrator.

Color profile: CMYK (if material is produced in RGB, colors may vary).

Resolution: Should be 300 dpi for optimal image quality.

File format: PDF, EPS, PSD, TIFF, JPG, INDD, AI.

Material deadline

Material supplied ready for printing can follow deadlines as stated in the release schedule for each issue.

NOTE! If you need help producing your ad, please send all materials one week prior to deadline dates.

For inquiries on subscription, please contact: **kundeservice@tu.no**



Tekna - The Norwegian Society of Graduate Technical and Scientific Professionals has over 71,777 members and is the union of professionals with a master's degree or equivalent in science or technology. 72 percent of the members are civil engineers, and nearly 80 percent work in the private sector.

Nito - The Norwegian Society of Engineers and Technologists is the largest owner associations with 83,500 members. NITO trains engineers and technologists with both bachelor's and master's degree, and others who have acquired equivalent qualifications.

TU

Teknisk Ukeblad Media AS
 Visiting Address: Grensen 3, 0159 Oslo
 Postal Address: Postboks 380 Sentrum, 0102 Oslo
 Phone: +47 23 19 93 00 / www.tu.no