



Tidsskrift for maskin- og transportteknikk
Anlegg&Transport

MEDIA INFORMATION 2024

NORWAY'S LEADING TRADEMAGAZINE

26.000 readers per. issue

Source: Kantar Media Fagpresse

Advertising in Anlegg&Transport is a crucial part of marketing for most businesses that are in or will be entering our industries. Our customers reach their target audience through us and enjoy a very good response to their advertising.

TARGET GROUPS: Entrepreneurs, machine owners, engineers, mining / quarrying, stone, crushing and graveling, tunneling and blasting, the asphalt and concrete industry, forestry contractors, workshops, gardeners, waste and recycling, operating and road maintenance, cranes, trucking, utility vehicles, tractor, vans, pickups, drivers, mass transport, trailers, municipal and public agencies, schools etc.

THE INDUSTRY'S LEADING WEBSITE

125.000 unique users per week

Source: Google Analytics

www.AT.no

Follow us on Facebook!

Like 78.000

ADVERTISING RATES PRINT

SIZE	RATES
1/8 page	5 000,-
1/4 page	7 900,-
1/3 page	9 900,-
1/2 page	13 900,-
1/1 page	24 900,-
2/1 page	47 000,-
IFC and BFC	27 000,-
Bakpage cover	39 000,-

For annual plans contact us for a price quote

CLAIM/COMPLAINT DEADLINE: Claims/complaints must be received no later than 7 days before the material deadline. The right to complain expires if the material deadline is not met. All changes, complaints and stop orders must be given in writing.

Agency commission: 4% - all prices are ex. VAT.

ADVERTISING SIZES

SIZE	WIDTH X HEIGHT
2/1 page	394 x 258 mm
2/1 page, bleed	420 x 297 mm*
1/1 page	184 x 258 mm
1/1 page, bleed	210 x 297 mm*
1/2 page, landscape	184 x 127 mm
1/2 page, vertical	90 x 258 mm
1/3 page, landscape	184 x 88 mm
1/4 page	90 x 127 mm
1/4 page, landscape	184 x 62 mm
1/8 page, landscape	184 x 30 mm
1/8 page, box	90 x 62 mm

*fullbleed print: add 3mm. on all edges

INSERTS

Loose inserts up to A4 format, in plastic package with Anlegg&Transport. No agency commission on inserts.

Any processing of materials will be charged in addition to the ad prices

Contact us for information and prices

PUBLISHING SCHEDULE - DEADLINE

EDITION	DEADLINE	MAIL-OUT
No.1	26. jan	9. feb
No.2	23. feb	8. mar
No.3	15. mar	5. apr
No.4	12. apr	26. apr
No.5	16. may	31. may
No.6/7	21. jun	5. july
No.8	23. aug	6. sept
No.9	20. sep	4. oct
No.10	18. oct	1. nov
No.11	19. nov	6. dec
No.12	10. dec	27. dec

2/1 pages Print area (wxh) 394x258 (bleed: 420 x 297*)	1/1 page Print area (wxh) 184x258 (bleed: 210x297*)	1/2 page vertical Print area (wxh) 90x258	1/2 page landscape Print area(wxh) 184x127
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1/3 page landscape Print area (wxh) 184x88	1/4 page landscape Print area (wxh) 184x62	1/4 page Print area (wxh) 90x127	1/8 page landscape/box Print area (bxh) 184x300/90x62
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TECHNICAL DATA

Circulation: 8000 + retail
No. of columns: 4
Col. width x height: 43 mm x 258 mm
Printable area: 184 mm x 258 mm
Magazine format: 210 mm x 297 mm (A4)
Material: High resolution PDF in CMYK colours/300 DPI

ADVERTISEMENT PRODUCTION:

Please get in touch if assistance is required advertisement production.

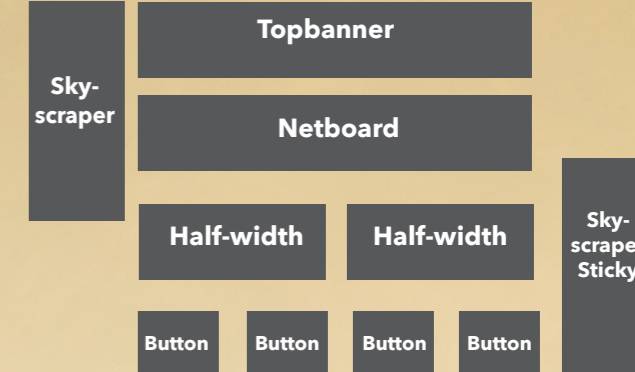
ADVERTISING RATES AND FORMATS WEB

Desktop/tablets	Mobile	Price (month)
Topbanner (1000x300)	Topbanner (300x250)	15.000,-
Skyscraper/Sticky (300x600)	Mobileboard (300x250)	11.000,-
Netboard (1000x300)	Mobileboard (300x250)	11.000,-
Banner half-width (490x150)	Mobilebanner (490x150)	8000,-
Button (180x150)	Button (180x150)	5000,-

TECNICAL DATA: Files: JPG, GIF, Javascript, HTML
File size: Under 1MB

- Contact us for discounts regarding year/half year-deals.
- Advertising appears both on the frontpage and articles in the respective sections (construction and transport)

Newsletter (580x120) 1 indent: 2000,-



Digital marketing - Safe, efficient and easy with Anlegg & Transport

If you are to succeed in today's digital marketplace, you have to see and understand the opportunities. This is both difficult and time-consuming as new solutions are constantly emerging. Our digital department is constantly working on this, and is always looking for the best solutions. What you should do is just as important as what you should not do. Anlegg & Transport gets you started easily with your digital marketing. As part of the industry, we know how to communicate with your customers. Feel free to get in touch for a chat. We're here for you! Read more about digital marketing: mediainfo.at.no

CONTACT

ADVERTISING

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AVAILABLE POSITIONS

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Find your new co-workers with an employment-ad on www.at.no and in the trade magazine Anlegg&Transport

Contact us for rates

AT-SUBSCRIPTION

AT-PROFF: abo@at.no
A&T MAGAZINE: abo@at.no

