

 **317,000**
readers
weekly!

Media Plan 2012

Product and Promotional Advertising



WWW.TU.NO

TEKNISK
UKEBLAD

Facts on Teknisk Ukeblad

Teknisk Ukeblad is Norway's leading technology and business magazine and is published weekly with 42 issues each year.

For many years, Teknisk Ukeblad has improved its position and now has over 317,000 readers. Our readers are persons interested in technology, business and industry who have an engineering degree.

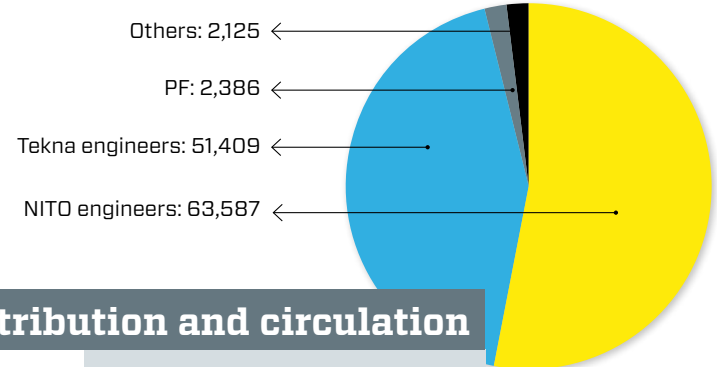
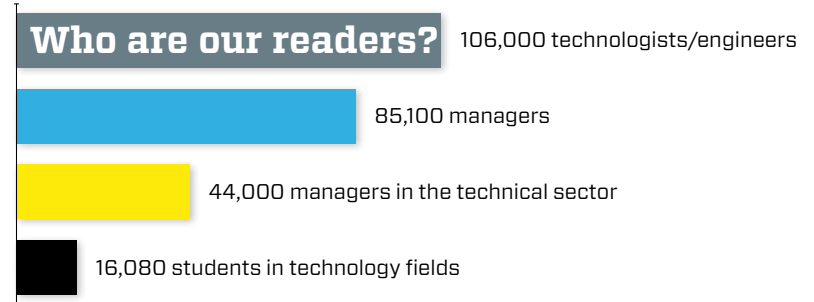
317,000
readers weekly!



In 2012, we will continue to focus on critical and important journalism. We shall write about new technology, what's happening in companies and on projects and not least put forward different viewpoints on vital technology and industrial policy issues.

We intend to be the counter-balance - or the supplement - to lightweight tabloids, stock exchange oriented financial papers and specialist trade periodicals.

Who are our readers?



Distribution and circulation

119,507
total circulation

12% increase in the number of readers in three years!

85,100
managers
read TU

Each week Teknisk Ukeblad focuses on one of four fixed business sectors on our theme pages. These are:

- Building and Construction
- Energy and Power
- Industry
- Oil, Gas and Shipping

We cover the most important Trade Fairs in these sectors. In addition we also have regular pages on IT, Consumer Technology and Jobs/Careers in all our issues. New in 2012 is that we will have two editions on Consumer Technology and two on Motor Special. In the Release Schedule on the next page you can see when the various themes and Trade Fair issues are published.



Theme issues

On our website you can also find the latest news from Norway's key technology sectors, as well as useful Consumer and Career Information.

Teknisk Ukeblad has a dynamic news team that follows developments hour by hour. This makes tu.no stronger than ever, and a real alternative for commercial advertising aimed at technology and business, or for those who want to reach people educated or interested in technology as consumers.

tu.no has recently experienced a sustained growth in the number of visitors and page views. On average there are around 63,000 weekly unique users.

63,000
unique users!

Teknisk Ukeblad is available as app for iPhone, iPad and on the Android platform, as well as a downloadable PDF on the Internet news stand (buyandread.com).

Sources: Synovate, Norsk Gallup, Tekna and Nito, 2010/2011

Release Schedule 2012

No.	Publication date	Week	Theme issues	Trade Fairs/Events	Deadline
01	12 January	2	Oil, Gas and Shipping		5 January
02	19 January	3	Building and Construction		12 January
03	26 January	4	Energy and Power		19 January
04	2 February	5	Industry/Motor	<i>Industry Trade Fair Exporama, 14-15 February</i>	26 January
05	9 February	6	Oil, Gas and Shipping		2 February
06	16 February	7	Building and Construction		9 February
07	23 February	8	Energy and Power	<i>Energy Norway/PTK, 4-7 Mach</i>	16 February
08	1 Mach	9	Industry		23 February
09	8 Mach	10	Oil, Gas and Shipping	<i>Special: Career and Education</i>	1 Mach
10	15 Mach	11	Building and Construction		8 Mach
11	22 Mach	12	Energy and Power		15 Mach
12	29 Mach	13	Industry	<i>Special: Career and Education</i>	22 Mach
13	12 April	15	Oil, Gas and Shipping		29 Mach
14	19 April	16	Building and Construction		12 April
15	26 April	17	Energy and Power		19 April
16	3 May	18	Industry		26 April
17	10 May	19	Oil, Gas and Shipping	<i>Focus DNS</i>	3 May
18	18 May	20	Building and Construction		10 May
19	24 May	21	Industry		16 May
20	31 May	22	Energy and Power	<i>Eliaden, 4-7 June/Waste Conference, 5-7 June</i>	24 May
21	7 June	23	Oil, Gas and Shipping	<i>UTC Conference, 13-14 June, Bergen</i>	31 May
22	14 June	24	Building and Construction		7 June
23	21 June	25	Consumer		14 June

No.	Publication date	Week	Theme issues	Trade Fairs/Events	Deadline
24	9 August	32	Industry		2 August
25	16 August	33	Energy and Power		9 August
26	23 August	34	Oil, Gas and Shipping	<i>ONS, 28–31 August, Stavanger</i>	16 August
27	30 August	35	Building and Construction		23 August
28	6 September	36	Energy and Power		30 August
29	13 September	37	Industry	<i>The Technical Fair, 25–28 September</i>	6 September
30	20 September	38	Oil, Gas and Shipping		13 September
31	27 September	39	Building and Construction		20 September
32	4 October	40	Industry/Motor		27 September
33	11 October	41	Energy and Power		4 October
34	18 October	42	Oil, Gas and Shipping		11 October
35	25 October	43	Building and Construction		18 October
36	1 November	44	Industry		25 October
37	8 November	45	Energy and Power		1 November
38	15 November	46	Oil, Gas and Shipping		8 November
39	22 November	47	Building and Construction	<i>Special: Trade Fairs, Courses and Education</i>	15 November
40	29 November	48	Consumer		22 November
41	6 December	49	Industry		29 November
42	13 December	50	Energy and Power		6 December

Ad formats and prices

Formats	Bleed**	Print area	Main section	Special section
1/1 whole page*	217 x 294 mm	193 x 270 mm	61,000 NOK	55,500 NOK
2/3 page, width	217 x 190 mm	193 x 178 mm	48,000 NOK	44,600 NOK
2/3 page, height	139 x 294 mm	127 x 270 mm	48,000 NOK	44,600 NOK
1/2 page, width	217 x 145 mm	193 x 133 mm	34,200 NOK	31,500 NOK
1/2 page, height	106 x 294 mm	94 x 270 mm	34,200 NOK	31,500 NOK
1/3 page, width	217 x 99 mm	193 x 87 mm		22,300 NOK
1/3 page, height	73 x 294 mm	61 x 270 mm	23,600 NOK	22,300 NOK
1/4 page, width	217 x 76 mm	193 x 64 mm	19,000 NOK	17,000 NOK
1/4 page, height		94 x 133 mm		17,000 NOK
1/8 page, width		193 x 30 mm		8,700 NOK
1/8 page		94 x 60 mm		8,700 NOK
2/1 double page	434 x 294 mm	410 x 270 mm	101,000 NOK	92,500 NOK
Back page, cover	217 x 244 mm		61,000 NOK	

Ad formats are specified in width x height, measured in millimeters. See examples of ad placements below.

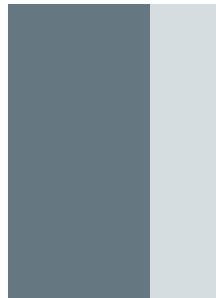
*) 1/1 whole page also include 2nd and 3rd cover page.

**) Note! Remember to add 5 mm on the top, bottom and both sides for bleed ads. Important information in the ad must be placed at least 10 mm within the print area.

All prices are excl. taxes.



1/1 whole page



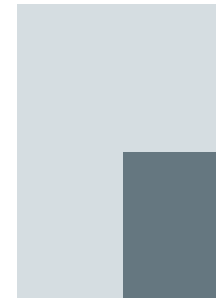
2/3 page, height



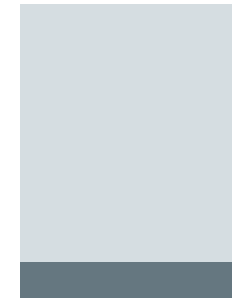
1/2 page, width



1/3 page, width



1/4 page, height



1/8 page, width

Contacts and material (print)

 **119,507**
total
circulation



Siri Thue

Key Account Manager

siri.thue@tu.no

Phone +47 992 57 510



Elin Flønes

Key Account Manager

elin.flones@tu.no

Phone +47 920 48 734



Beate Johnsen

Key Account Manager

beate.johnsen@tu.no

Phone +47 906 77 282

Material specifications

Programs: InDesign, Acrobat, Photoshop, Illustrator.

Colors: CMYK (if the material is delivered in RGB, colors may vary).

Resolution: Should be 300 dpi for optimal image quality.

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

File transfer

You can send material up to 25 MB to produkt@tu.no

For further information see annonser.tu.no



Kjartan Finholdt

Key Account Manager

kjartan.finholdt@tu.no

Phone +47 922 27 381



Einar Hagelund

Sales Manager,

Rogaland and Hordaland

einar.hagelund@tu.no

Phone +47 952 70 669



Ingve Bøe

Key Account Manager,

Rogaland and Hordaland

ingve.boe@tu.no

Phone +47 958 85 965



Erling Smemo

Advertising material

erling.smemo@tu.no

Phone +47 906 04 883

NOTE!

If you want us make the ad for you,
the material must be delivered 1 week
prior to publication date.

Facts on tu.no

tu.no offers both regular weekly prices and view-based pricing of our banners. On regular banners you can choose either 25, 50 or 100 % of our total views.

View-based banners mean that you only pay for each time the page containing your ad is viewed. With this system, you can choose the intensity of your advertising campaigns, e.g. many displays over a short period or spreading

them out over a longer period of time. You only pay for the agreed volume regardless.

For more information about prices and advertising, contact one of our Internet sales representatives or your regular contact at Teknisk Ukeblad.

364,000
page views weekly



Who are our readers?

The typical use of **tu.no** is a decision maker, affluent and interested in technology.

tu.no has around 63,000 unique users and about 364,000 page views each week.

- 82 % of users are men.
- 68 % of users are between 20–49 years old.
- 69 % have 4 years or more education.
- 66 % of users have an income of 400,000 NOK or more.

Facts on mobili.no

 63,000
unique
users

mobili.no write about what is happening in the mobile world. The site's main activity is the testing of new mobile phones. We also cover services, operators and other news in mobile.

mobili.no write mobile tests for targets the products are aimed at. Therefore, the focus is as heavily on the business functions for business phones and entertainment functions for the entertainment phones, and basic functions for basic phones. The idea behind this is that the tests will be most informative for the different user groups.

Our secondary goal is to be first in Norway with tests of new models.

Who are our readers?

In spring 2011 we conducted a reader survey on **mobili.no** to find out who our readers are. Here are just some of the results:

- 89 % of users are men.
- 61 % of users are between 18-40 years old.
- 64 % have Android phone.
- 55 % buy a new phone at least once a year.
- 79 % find our articles on a large or very much helpful.
- 91 % of users read tests on **mobili.no** before they buy a new mobile.
- 34 % of users plan to buy the tablet.



Contacts and material (Internet)



Ellen Otterbeck

Key Account Manager

ellen.otterbeck@tu.no

Phone +47 992 57 405



Annette Skram Hansen

Key Account Manager

annette.skram.hansen@tu.no

Phone +47 924 88 838



Bjørn Nykmark

Key Account Manager

bjorn.nykmark@tu.no

Phone +47 958 30 972



Morten Lundberg

Key Account Manager

morten.lundberg@mobili.no

Phone +47 907 84 687

Material specifications

Avoid spaces and the letters æ, ø og å in the filename.

Internet ads

File format: GIF, JPG or rich media (Flash and HTML).

Link (URL) to the ad must be attached.

Links in HTML ads must open in a new window (_blank).

Flash ads must include a clickTAG.

Newsletter ads

File format: GIF, JPG or text advertisement.

Filstørrelse: Max 39 kB.

File transfer

You can send material up to 25 MB to banner@tu.no or directly to your contact person.

For further information see annonser.tu.no

Subscribe to Teknisk Ukeblad

You can easily subscribe in the following ways:

- Send SMS code **TU** to **2007**
- Go to tu.no/abonnere
- Send e-mail to kundeservice@tu.no
- Contact customer service by phone **23 19 93 00**

Prices:

1,590 NOK for 1-year subscription (42 issues).

990 NOK for half-year subscription.

All members of Tekna, Nito and Polyteknisk Forening receive subscriptions to Teknisk Ukeblad included in their member benefits.



Catharina B. Stray

Subscription Manager

catharina.stray@tu.no

Phone +47 928 39 141

Tekna – The Norwegian Society of Graduate Technical and Scientific Professionals has over 58,000 members and is the union of professionals with a master's degree or equivalent in science or technology. 72 percent of 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 68,000 members. NITO trains engineers and technologists with both bachelor's and master's degree, and others who have acquired equivalent qualifications.

Polyteknisk Forening – The Norwegian Polytechnic Society has around 3,300 members and is the nation's leading civil forum for public debate. The association is open, neutral and professional, positioned at the intersection between public, private and other sectors of society.

Teknisk Ukeblad Media AS

Visiting Address:
Sørkedalsveien 10 C, Oslo, Norway

Postal Address:
PB 5844 Majorstuen, NO-0308 Oslo

Phone: +47 23 19 93 00
Fax: +47 23 19 93 01

kundeservice@tu.no | tu.no

WWW.TU.NO

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