

 **317.000**  
readers  
weekly!

# Media Plan 2012

Job Advertisements

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.

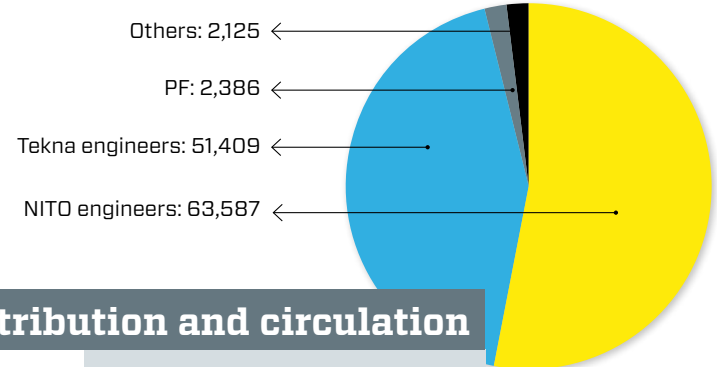
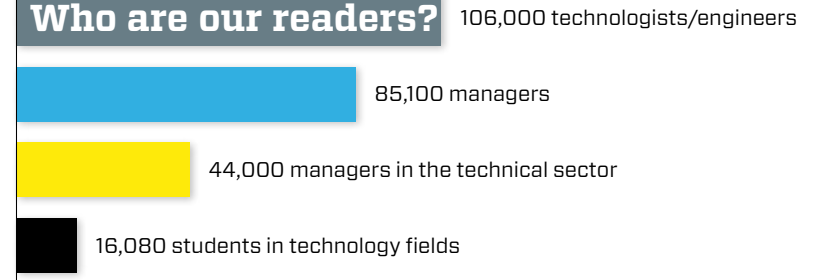
**317,000**  
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In 2012, we will continue to focus on critical and important journalism. We shall write about new technology, what's happening in companies and on projects and not least put forward different viewpoints on vital technology and industrial 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

# Job market

85,100  
managers  
read TU

## Job and career

Teknisk Ukeblad has a dominant position in advertising job vacancies within the technical sector. Through our 42 issues per year and [tu.no](http://tu.no) we keep Norway's technologists updated about the job market.

The job advertisements are also available on our iPhone App for a surcharge.



## Target technologists at Teknisk Ukeblad

If you want to make sure to target skilled and motivated engineers with your job advertisement, then Teknisk Ukeblad combined with a local announcement is the best choice.

Through a job advertisement in Teknisk Ukeblad you are sure to reach engineers, civil engineers and other technology enthusiasts in the country.

Our nationwide distribution to all members of Tekna, NITO, PF and other subscribers, offers the advertiser a unique opportunity to target the right candidate.

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

# Release Schedule 2012

No.	Publication date	Week	Theme issues	Trade Fairs/Events	Deadline
<b>01</b>	12 January	2	<b>Oil, Gas and Shipping</b>		9 January
<b>02</b>	19 January	3	<b>Building and Construction</b>		16 January
<b>03</b>	26 January	4	<b>Energy and Power</b>		23 January
<b>04</b>	2 February	5	<b>Industry/Motor</b>	<i>Industry Trade Fair Exporama, 14-15 February</i>	26 January
<b>05</b>	9 February	6	<b>Oil, Gas and Shipping</b>		6 February
<b>06</b>	16 February	7	<b>Building and Construction</b>		13 February
<b>07</b>	23 February	8	<b>Energy and Power</b>	<i>Energy Norway/PTK, 4-7 Mach</i>	20 February
<b>08</b>	1 Mach	9	<b>Industry</b>		27 February
<b>09</b>	8 Mach	10	<b>Oil, Gas and Shipping</b>	<i>Special: Career and Education</i>	5 Mach
<b>10</b>	15 Mach	11	<b>Building and Construction</b>		12 Mach
<b>11</b>	22 Mach	12	<b>Energy and Power</b>		19 Mach
<b>12</b>	29 Mach	13	<b>Industry</b>	<i>Special: Career and Education</i>	26 Mach
<b>13</b>	12 April	15	<b>Oil, Gas and Shipping</b>		30 Mach
<b>14</b>	19 April	16	<b>Building and Construction</b>		16 April
<b>15</b>	26 April	17	<b>Energy and Power</b>		23 April
<b>16</b>	3 May	18	<b>Industry</b>		30 April
<b>17</b>	10 May	19	<b>Oil, Gas and Shipping</b>	<i>Focus DNS</i>	7 May
<b>18</b>	18 May	20	<b>Building and Construction</b>		14 May
<b>19</b>	24 May	21	<b>Industry</b>		21 May
<b>20</b>	31 May	22	<b>Energy and Power</b>	<i>Eliaden, 4-7 June/Waste Conference, 5-7 June</i>	25 May
<b>21</b>	7 June	23	<b>Oil, Gas and Shipping</b>	<i>UTC Conference, 13-14 June, Bergen</i>	4 June
<b>22</b>	14 June	24	<b>Building and Construction</b>		11 June
<b>23</b>	21 June	25	<b>Consumer</b>		18 June

No.	Publication date	Week	Theme issues	Trade Fairs/Events	Deadline
<b>24</b>	9 August	32	<b>Industry</b>		6 August
<b>25</b>	16 August	33	<b>Energy and Power</b>		13 August
<b>26</b>	23 August	34	<b>Oil, Gas and Shipping</b>	<i>ONS, 28–31 August, Stavanger</i>	20 August
<b>27</b>	30 August	35	<b>Building and Construction</b>		27 August
<b>28</b>	6 September	36	<b>Energy and Power</b>		3 September
<b>29</b>	13 September	37	<b>Industry</b>	<i>The Technical Fair, 25–28 September</i>	10 September
<b>30</b>	20 September	38	<b>Oil, Gas and Shipping</b>		17 September
<b>31</b>	27 September	39	<b>Building and Construction</b>		24 September
<b>32</b>	4 October	40	<b>Industry/Motor</b>		1 October
<b>33</b>	11 October	41	<b>Energy and Power</b>		8 October
<b>34</b>	18 October	42	<b>Oil, Gas and Shipping</b>		15 October
<b>35</b>	25 October	43	<b>Building and Construction</b>		22 October
<b>36</b>	1 November	44	<b>Industry</b>		29 October
<b>37</b>	8 November	45	<b>Energy and Power</b>		5 November
<b>38</b>	15 November	46	<b>Oil, Gas and Shipping</b>		12 November
<b>39</b>	22 November	47	<b>Building and Construction</b>	<i>Special: Trade Fairs, Courses and Education</i>	19 November
<b>40</b>	29 November	48	<b>Consumer</b>		26 November
<b>41</b>	6 December	49	<b>Industry</b>		3 December
<b>42</b>	13 December	50	<b>Energy and Power</b>		10 December

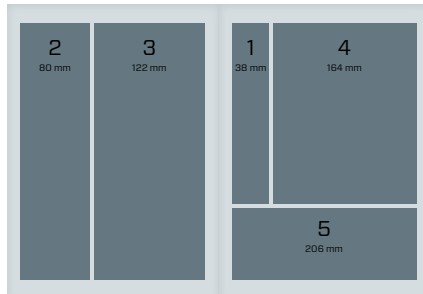
# Ad formats and prices

## Formats

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

Job ads has a fixed column width, but any height up to 270 mm.

\*) 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.



Fixed column width

## Guarantee response

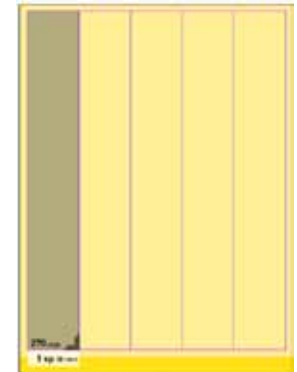
Order two placements at once and get the response guarantee! For placement number two, you get a 50% discount on the listed rate. We'll place your ad a third time free of charge in both print and web formats if you have not found a candidate by the application deadline. The job advertisement must be the same, though the application deadline can be changed.

## Try our price calculator

Go to [tu.no/kalkulator](https://tu.no/kalkulator) and drag the arrow to the correct column width and height, choose the number of placements and find the price for your advertisement.

## Retail prices:

72 NOK per column millimeters.  
72,450 NOK per whole page.



# Contacts and material



**Tore Franzén**

*Sales Manager,  
Job print*

[tore.franzen@tu.no](mailto:tore.franzen@tu.no)

Phone +47 970 39 466



**Einar Hagelund**

*Sales Manager,  
Rogaland and Hordaland*

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**Ingve Bøe**

*Key Account Manager,  
Rogaland and Hordaland*

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Phone +47 958 85 965

## Advertisement purpose Job market (Yellow pages)

If the purpose of the advertisement is to hire, recruit or staff, it is regarded as a job advertisement. The advertisement will be printed on our yellow pages and published on [tu.no/jobb](https://tu.no/jobb)



**Lizzie Nilsen**

*Advertising material*

[lizzie.nilsen@tu.no](mailto:lizzie.nilsen@tu.no)

Phone +47 988 89 956

## NOTE!

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

## 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 [stiling@tu.no](mailto:stiling@tu.no)

For further information see [annonsere.tu.no](https://annonsere.tu.no)

# Facts on [tu.no/jobb](https://tu.no/jobb)

[tu.no/jobb](https://tu.no/jobb) is the only website for job seekers and employers with positions only for engineers, civil engineers and others with higher science education. Here you can also find relevant articles on job, career and education.

Our users are an attractive target for companies looking to hire within the technical sector. 85 % of our users have a college or university degree. 58 % of users would be willing to change jobs.

To advertise job vacancies on [tu.no](https://tu.no) we have a lot of different solutions. We recommend the following two options for best response:

**Scroll banner package, 13,000 NOK**

- Scroll banner 2 weeks, including basic Internet advertisement
- Reference line in Teknisk Ukeblad

**Tower banner package, 17,500 NOK**

- Tower banner 2 weeks, including basic Internet advertisement
- Reference line in Teknisk Ukeblad

For more information about prices and advertising, contact our Internet sales representative or go to [annonsere.tu.no/stilling-nett](https://annonsere.tu.no/stilling-nett)



**Fredrik Bjerknæs**

*Key Account Manager,*

*Job Internet*

[fredrik.bjerknæs@tu.no](mailto:fredrik.bjerknæs@tu.no)

Phone +47 900 57 527

# Subscribe to Teknisk Ukeblad

## You can easily subscribe in the following ways:

- Send SMS code **TU** to **2007**
- Go to [tu.no/abonnere](https://tu.no/abonnere)
- Send e-mail to [kundeservice@tu.no](mailto: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*

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**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

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