IndustryRADAR branschaktuellt

Nordic Media Kit 2027



SWEDEN · NORWAY · DENMARK · FINLAND

THE NORDIC NETWORK

One partner. Four Nordic markets.

Reach decision makers in construction, property, infrastructure, energy, industry and transport across Sweden, Norway, Denmark and Finland. Your ads run in each local market, in an editorial environment readers trust.

4
markets, one point of contact

360 000+
monthly website visitors

224 800
newsletter subscribers in Sweden and Norway

35%
average newsletter open rate

SWEDEN

branschaktuellt.se

Sweden's most read industry portal

280 000
unique visitors per month

159 800
newsletter recipients · 8 per week

NORWAY

iradar.no

One of Norway's most read industry portals

50 000
visits per month

65 000
newsletter subscribers · 5 per week

DENMARK

iradar.dk

One of Denmark's most read industry portals

15 000
unique visitors per month

6
industries on one site

FINLAND

iradar.fi

News for decision makers in construction and industry

15 000+
unique visitors per week

35 000+
page views per week

Construction · Property · Infrastructure · Energy · Industry · Transport

Traffic measured in Google Analytics and validated by a third party (Ocast). Newsletter lists in Sweden and Norway are verified with double opt-in.

READERS

Which decision makers do you reach?

People who plan projects, influence technical choices, manage investments and take part in procurement and supplier selection, in the private and public sector.

Private sector

- CEOs and top management
- Clients, property owners and developers
- Contractors and construction companies
- Architects, designers and consulting engineers
- Project managers, directors and site managers
- Production, operations and maintenance managers
- Purchasing managers and procurement officers
- Energy and sustainability managers
- Logistics and transport managers

Public sector

- Municipal directors, agency heads and planners
- Building committees and urban planning offices
- Transport and energy authorities
- Project managers in infrastructure
- Property and infrastructure managers
- Public procurement officers

Three roles in every buying decision

DECIDER

Decision makers

Directors and managers responsible for investments, budgets, projects and suppliers.

INFLUENCER

Influencers

Engineers, architects and advisers who shape which solutions and products are chosen.

IMPLEMENTER

Procurement and delivery

People working with procurement, project delivery, operations and technical choices.

NORDIC PACKAGES

Ready-made Nordic packages

One booking, four markets. Each package combines web, newsletter and native across Sweden, Norway, Denmark and Finland, at a lower price than booking each market separately. Your ads run in each local market.

PACKAGE 1

Nordic Start

€4 700

List value €6 310

You save €1 610 (26%)

Steady presence in all four markets with compact web formats and newsletter placements in Sweden and Norway.

- Right box in 4 markets
- Newsletter Outsider in SE and NO
- 1 month

PACKAGE 2

Nordic Growth

€18 900

List value €23 660

You save €4 760 (20%)

Panorama visibility everywhere plus native content that tells your story in each local language.

- Panorama desktop and mobile in 4 markets
- Native in 4 markets
- In-Article in DK and FI
- Newsletter in SE and NO

PACKAGE 3

Nordic Premium

€37 900

List value €50 620

You save €12 720 (25%)

Maximum impact with takeovers in every market, large panoramas, native and top newsletter placements.

- Takeover in 4 markets
- Large Panorama desktop and mobile
- Native in 4 markets
- In-Article in DK and FI
- Newsletter Panorama in SE and NO

Mobile included

every Panorama runs on desktop and mobile

1 contact

plans and follows up the whole campaign

Flexible

campaign periods booked freely during 2027

All prices in EUR excl. VAT. The packages apply only when the customer supplies finished ad material. List value is the sum of single market prices on pages 06 and 07.

PACKAGE CONTENTS

What is included

Smaller formats in Start, growing to takeovers in every market in Premium. Every Panorama includes both desktop and mobile.

Market	Nordic Start · €4 700	Nordic Growth · €18 900	Nordic Premium · €37 900
Sweden branschaktuellt.se	Right box · 1 month Newsletter Outsider · 6 insertions	Panorama 980x240px and mobile 320x320px · 2 weeks Newsletter Midfielder · 6 insertions Native article · 2 000 reads	Takeover desktop · 1 week Panorama 980x360px and mobile 320x320px · 2 weeks Newsletter Panorama 1 · 6 insertions Native article · 3 000 reads
Norway iradar.no	Right box · 1 month Newsletter Outsider · 8 insertions	Panorama 980x240px and mobile 320x320px · 1 month Newsletter native ad · 8 insertions	Takeover desktop · 1 week Panorama 980x360px and mobile 320x320px · 2 months Newsletter Panorama 1 · 12 insertions Newsletter native ad · 12 insertions
Denmark iradar.dk	Right box · 1 month	Panorama 980x240px and mobile 320x320px · 1 month Native article · 2 000 reads In-Article · 1 month	Takeover desktop · 1 week Panorama 980x360px and mobile 320x320px · 1 month Native article · 3 000 reads In-Article · 1 month
Finland iradar.fi	Right box · 1 month	Panorama 980x240px and mobile 320x320px · 1 month Native article · 2 000 reads In-Article · 1 month	Takeover desktop · 1 week Panorama 980x360px and mobile 320x320px · 1 month Native article · 3 000 reads In-Article · 1 month
List value	**€6 310**	**€23 660**	**€50 620**
Package price	**€4 700**	**€18 900**	**€37 900**

Newsletters are available in Sweden and Norway. The packages apply only when the customer supplies finished ad material, including the native article text. Native in Finland is priced at €0.85 per read.

WEB

Web ad formats

Book single formats in one or more markets. Same sizes in every market, so one set of creatives works across the Nordics.

Format	Size	Sweden	Norway	Denmark	Finland
Panorama desktop	980x360px	€1 990/2 wks	€1 960/month	€2 530/month	€2 290/month
Panorama desktop	980x240px	€1 810/2 wks	€1 620/month	€2 270/month	€1 890/month
Panorama mobile	320x320px	€2 080/2 wks	€2 560/month	€3 340/month	Included
In-Article	640x280px	€4 700/2 wks	€2 210/month	€3 470/month	€1 690/month
Right skyscraper desktop	250x360px	€1 720/month	€1 020/month	€1 600/month	€1 190/month
Right box desktop	250x250px	€1 260/month	€760/month	€1 190/month	€890/month
Takeover desktop	1920x600px	€1 170/day €5 080/wk	€930/day €3 070/wk	€1 460/day €4 810/wk	€930/day €3 070/wk
Takeover mobile	640x520px	€1 350/day €5 720/wk	€930/day €3 070/wk	€1 460/day €4 810/wk	€930/day €3 070/wk
Native article	Custom	€0.91/read	€0.85/read	€1.34/read	€0.85/read

All prices in EUR excl. VAT. Sweden, Norway and Denmark are converted from local currency (1 EUR = 11.00 SEK, 11.70 NOK, 7.46 DKK) and are indicative. In Finland the mobile format 320x320px is included in the desktop price.

Takeover

Appears at the top in full width when the site opens, with the site dimmed behind it.

NEWSLETTER

Newsletter ad formats

Reach decision makers directly in the inbox. Available in Sweden and Norway, priced per number of insertions.

Format	Size	Sweden 6 insertions	Norway 8 insertions	Norway 12 insertions
Panorama 1	600x120px	€3 350	€2 380	€2 810
Panorama 2	170x340px	€2 450	€1 620	€2 130
Midfielder	360x230px	€1 900	€1 360	€1 620
Outsider	170x170px	€1 450	€760	€1 100
Native ad	Custom	€3 260	€2 810	€3 240

All prices in EUR excl. VAT. In Norway, 8 insertions run over one month with 2 mailings per week and 12 insertions over one month with 3 mailings per week.

224 800
subscribers in Sweden and Norway

13
mailings per week in total

35%
average open rate

Verified contacts

Our recipient lists are verified with double opt-in: every new subscriber confirms their email address before receiving newsletters from us.

PARTNERSHIP

What you get

One contact for the Nordics

A personal sales rep who plans your campaign across all four markets, with benchmarks based on your goals.

Help with design

We produce your ad material if needed, from banners to native articles, in each local language.

Data-driven optimisation

We monitor CTR, reading time and engagement continuously and adjust when needed.

Open reporting

Figures come directly from Google Analytics, with traffic validated by Ocast. You see exactly what you get.

MATERIAL

Finished ads

Size	Exactly according to the selected format
File size	Max 150 kB. Takeover and animated ads max 300 kB
Colour mode	RGB (sRGB)
File format	JPG, PNG or GIF (for animated ads)

Ad production

Logo	PNG with transparent background or vector file (AI, EPS, PDF)
Images	JPG or PNG in high resolution. Send 2 to 5 images and we choose the best
Text	Headline max 50 characters. Body text max 150 characters, as editable text
Brand guidelines	Brand manual, colour codes (HEX/RGB) and typeface, if available

Questions about material? Contact our production team **ads@industryradar.com**



Let's reach the Nordic decision makers together

Contact your sales representative for a Nordic package, or a campaign tailored to your goals and markets.

SWEDEN	NORWAY	DENMARK	FINLAND
branschaktuellt.se	**iradar.no**	**iradar.dk**	**iradar.fi**

IndustryRADAR branschaktuellt

Artillerigatan 42, 114 45 Stockholm, Sweden
+46 (0)8 400 226 20
ads@industryradar.com