

Reach out to Swedish doctors

PRINT ADS
Rates 2018



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**SPREAD
FULL BLEED**
420 x 280 mm + 3 mm all sides
74 900 SEK

**FULL PAGE
BLEED**
210 x 280 mm
3 mm all sides
52 900 SEK

FULL PAGE
188 x 257 mm
52 900 SEK

**SPREAD
BLEED ONLY IN BINDING EDGE**
392 x 257 mm
74 900 SEK

**VERTICAL
HALF
PAGE**
92 x 257 mm
33 800 SEK

**HORIZONTAL
HALF PAGE**
188 x 125 mm
33 800 SEK

**HORIZONTAL
QUARTER PAGE**
188 x 60 mm
22 400 SEK

**VERTICAL
QUARTER
PAGE**
92 x 125 mm
22 400 SEK

1-COLUMN
43 x 257 mm
22 400 SEK

STREAMER
188 x 30 mm
19 600 SEK

All prices are regarding 4-colour.

COVER

Page 2 **59 300 SEK**
Page 3 **54 500 SEK**
Page 4, maximum height 240mm **65 900 SEK**
For cover ads, other than standard, please contact our sales department for quotes and technical details.

SPECIAL PLACEMENT

Page 2 and 7 **57 200 SEK**
Requested placement +15%.
Black and white -20%.

INSERTS

Minimum format 105 x 148 mm.
Maximum format 190 x 275 mm.
Contact our sales department for more information and quotes.

GLUED COUPON

Minimum format 60 x 90 mm.
Maximum format 170 x 150 mm.
Contact our sales department for more information and quotes.

VOLUME DISCOUNTS

Simultaneous orders give the following volume discounts:

200 000-299 000 SEK	10%
300 000-499 000 SEK	13%
500 000-799 000 SEK	15%
800 000 SEK-	20%

BOOKING

Three weeks before publication.

CANCELLATION

No later than two weeks before publication.

MAGAZINE FACTS

AVERAGE PAGES:

60 pages per issue.

EDITORIAL STAFF:

14 journalists, 10 medical editors

EXPERT PANEL:

220 medical referees. 350 medical specialists.

Technical data

PAPER

65 g lwc (cover 150 g TF)

FORMAT

210x280 mm

PRINT

Offset

BINDING

Stapled

SCREEN

300 dpi, 150 lines per inch

MATERIAL

Digital material as pdf or eps with preview and fonts.
Pdf files should be created with settings in Acrobat Distiller as described on www.vtab.se (300 dpi).

CONTACT

Delivery:

Östermalmsgatan 40, Stockholm.

Mail:

Läkartidningen
Box 5603
SE-114 86 Stockholm
Sweden

Digital material should be sent to:

produktannonser@lakartidningen.se

Telephone:

+46 (0)8-790 35 30

**When you know who
you want to reach!**



**Läkartidningen reaches
73% of Swedish doctors.**

Läkartidningen 2018

No.	Publication date	Deadline 4.00 pm
1-2	Jan 10	Jan 02
3	Jan 17	Jan 09
4	Jan 24	Jan 16
5	Jan 31	Jan 23
6	Feb 07	Jan 30
7	Feb 14	Feb 06
8	Feb 21	Feb 13
9-10	Feb 28	Feb 20
11	Mar 14	Mar 06
12	Mar 21	Mar 13
13-14	Mar 28	Mar 20
15	Apr 11	Apr 03
16	Apr 18	Apr 10
17-18	Apr 25	Apr 17
19-20	May 09	May 2, 12.00 pm
21	May 23	May 15
22-23	May 30	May 22
24	June 13	June 04
25-26	June 20	June 12
27-29	July 04	June 26
30-32	July 25	July 17
33-34	Aug 15	Aug 07
35-36	Aug 29	Aug 21
37	Sep 12	Sep 04
38	Sep 19	Sep 11
39	Sep 26	Sep 18
40	Oct 03	Sep 25
41	Oct 10	Oct 02
42	Oct 17	Oct 09
43	Oct 24	Oct 16
44-45	Oct 31	Oct 23
46	Nov 14	Nov 06
47	Nov 21	Nov 13
48	Nov 28	Nov 20
49-50	Dec 05	Nov 27
51-52	Dec 19	Dec 11
1-2/2019	Jan 09	Jan 02

Planned themes 2018

- Diabetes type 2
- Epilepsy
- Consultation psychiatry
- The lifelong learning of doctors
- Alcohol
- Ten years with NOAK

More than just an ad



Magazine

Science since 1904

The leading medical journal with exceptional coverage among doctors. The natural platform for marketing towards the Swedish medical profession.

Facts

- Audited circulation 42 900 copies, the largest medical scientific journal in Scandinavia.
 - 85 000* readers.
 - 73 %* coverage among doctors.
- *(Orvesto Business to Business 2017)

Target groups and distribution

- 38 000 members of the Swedish Medical Association.
- 2 900 medical students.
- 1 400 subscribers (pharmacies, health care centres, authorities, pharmaceutical companies etc).
- 600 free copies, including to members of county drug list committees.



Internet

Primary site for Swedish doctors

lakartidningen.se is the primary site for Swedish doctors. You reach approx. 90 000* unique visitors per week, actively seeking news and information.

*(KIA index October 2017)

Why advertise in lakartidningen.se?

- Results are easily evaluated.
- Print campaign is maximized.
- Readers are directed to your site.
- Different groups of readers are reached, as compared to the paper.
- Web advertising is highly cost effective.

Target groups and users

- 73 % are doctors.
 - 9 % are nurses or other health professionals.
 - 4 % are scientists or active in the pharmaceutical industry.
 - 14 % are »others».
 - 16 % are not regular readers of the printed paper.
 - 25 % of visitors have clicked a banner.
- (Questback, October 2016, n=999)



Newsletters

Straight into the target group

This newsletter is mailed Monday to Friday to approx 41 000 recipients, 35 000 of which are members of the Swedish Medical Association. It gives you immediate and exclusive access to the target group and will direct readers to your own site. An excellent way to maximize your print campaign. The results are quick and easily evaluated.



Popular books

You may also buy your own edition of our very popular books. During 2018 we plan to publish three new books. Please contact us for more information.



Events

New possibilities

As an exhibitor at one of Läkartidningen's symposia you will have a direct hit in a specific target group, or speciality. You will meet delegates eye to eye.

You get

- Presence in all marketing, in all our channels before the event.
- Presence at the event and opportunity to inform about your products.
- Free seats at the symposium.
- Advertisement in Läkartidningen.