

When looking for Swedish doctors

RECRUITMENT
Rates 2017



Rates 2017

FULL PAGE
188 x 260 mm
b/w **55 120 SEK**
colour **62 620 SEK**

VERTICAL HALF PAGE
92 x 260 mm
b/w **27 560 SEK**
colour **35 060 SEK**

VERTICAL QUARTER PAGE
92 x 125 mm
b/w **13 250 SEK**
colour **20 750 SEK**

HORIZONTAL HALF PAGE
188 x 125 mm
b/w **26 500 SEK**
colour **34 000 SEK**

92 x 30 mm
b/w **4 080 SEK**

92 x 60 mm
b/w **8 160 SEK**

92 x 90 mm
b/w **12 240 SEK**

MILLIMETRE RATES b/w

Up to 250 mm: 68 SEK per mm per column
More than 250 mm: 53 SEK per mm per column

1-column = 44 mm
2-columns = 92 mm,
3-columns = 140 mm
4-columns = 188 mm
VAT is not presently added.

4 COLUMNS x 260 mm (FULL PAGE)

B/w 55 120 SEK (for ads higher than 250 mm full height is charged).

ADDITIONAL COST FOR COLOUR

7 500 SEK.

EXTRA CHARGE FOR 3-COLUMN ADS

4 000 SEK.

PRODUCTION

950 SEK/hour.

RECRUITMENT ADS ON THE INTERNET

All recruitment ads published in Läkartidningen are also published on www.lakarkarriar.se. Our on-line list of recruitment ads is sorted by speciality and is available for three weeks or until last date of application.

CANCELLATION

No later than copy deadline.

CONTACT

Delivery:
Östermalmsgatan 40, Stockholm.

Mail:
Läkartidningen
Box 5603
SE-114 86 Stockholm.

E-mail:
annonser@lakartidningen.se

Telephone:
+46 8-790 35 60



Raise your impact with a banner at our job site!

A banner at our new job site Lakarkarriar.se raises the impact of your recruitment ad in several different ways. Physicians visiting Lakarkarriar.se are seriously looking for a job.

Please contact us for further information at marknad@lakartidningen.se or +46-8-790 35 60!

Technical data

PAPER

65 g, cover 150 g

PRINT

Offset.

BINDING

Stapled.

SCREEN

300 dpi.

AD FORMAT PRINTING SPACE

188 x 260 mm.

MATERIAL

Digital material: For information: www.lakartidningen.se, please click Annonsera in LT, Classified ads. PDF:s should be created with Acrobat 5 (PDF 1.4) fonts included (300 dpi).

E-mail: annonser@lakartidningen.se

Ftp-server: Fetch (Mac) or WS-ftp (PC)

Password is available from our ad department, +46-(0)8-790 35 60.

INSERTS

Please contact our sales department for information and quotes.

Career meetings for doctors 2017

- **Umeå** March 30
- **Stockholm** May 6
- **Gothenburg** October 19
- **Malmö** November 9
- **Västerås** November 23

Läkartidningen 2017

No.	Publication date	Deadline 4.00 pm
1-2	Jan 11	Jan 02
3-4	Jan 25	Jan 17
5	Feb 01	Jan 24
6	Feb 08	Jan 31
7	Feb 15	Feb 07
8	Feb 22	Feb 14
9-10	Mar 01	Feb 21
11	Mar 15	Mar 07
12	Mar 22	Mar 14
13	Mar 29	Mar 21
14	Apr 05	Mar 28
15-16	Apr 12	Apr 04
17	Apr 26	Apr 18
18	May 03	Apr 24
19	May 10	May 2
20-21	May 17	May 9
22	May 31	May 22
23-24	June 07	May 29
25-26	June 21	June 13
27-29	July 05	June 27
30-32	July 26	July 18
33-34	Aug 16	Aug 08
35-36	Aug 30	Aug 22
37	Sep 13	Sep 05
38	Sep 20	Sep 12
39	Sep 27	Sep 19
40	Oct 04	Sep 26
41	Oct 11	Oct 03
42	Oct 18	Oct 10
43-44	Oct 25	Oct 17
45	Nov 08	Oct 31
46	Nov 15	Nov 07
47	Nov 22	Nov 14
48	Nov 29	Nov 21
49-50	Dec 06	Nov 28
51-52	Dec 20	Dec 12
1-2/2018	Jan 10	Jan 02

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 42 600 copies, the largest medical scientific journal in Scandinavia.
 - 71 000* readers.
 - 72 %* coverage among doctors.
- *(Orvesto Business to Business 2015)

Target groups and distribution

- 36 500 members of the Swedish Medical Association.
- 2 700 medical students.
- 5 100 subscribers (pharmacies, health care centres, authorities, pharmaceutical companies etc).
- 1 000 free copies, including to members of county drug list committees.



Newsletters

Straight into the target group

This newsletter is mailed Monday to Friday to approx 44 300 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 2017 we plan to publish three new books. Please contact us for more information.



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 2016)

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 2013, n=831)



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.