When looking for Swedish doctors

RECRUITMENT
Rates 2020
Rates 2020

**FULL PAGE**
- 188 x 260 mm
- Colour: 67 600 SEK

**VERTICAL HALF PAGE**
- 92 x 260 mm
- Colour: 37 440 SEK

**VERTICAL QUARTER PAGE**
- 92 x 125 mm
- Colour: 22 000 SEK

**HORIZONTAL HALF PAGE**
- 188 x 125 mm
- Colour: 36 000 SEK

**MILLIMETRE RATES**
- Colour:
  - 60 – 180 mm per column: 120 SEK
  - 181 – 250 mm per column: 88 SEK
  - 251 – 719 mm per column: 72 SEK
  - 720 – 1040 mm per column: 65 SEK

1-column = 44 mm, 2-columns = 92 mm, 3-columns = 140 mm, 4-columns = 188 mm

**Smallest size possible:** 92 x 30 mm.

VAT is not presently added.

**4 COLUMNS X 260 mm (FULL PAGE)**
- B/w 67 600 SEK (for ads higher than 250 mm full height is charged).

**BLACK/WHITE ADS**
- 20% discount on colour price.

**EXTRA CHARGE FOR 3-COLUMN ADS**
- 4 000 SEK.

**PRODUCTION COST**
- 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.

More clicks guaranteed with Jobb i fokus!
Increase the impact of your ad with Jobb i fokus.

**Price**
- 11 900 SEK per job
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.

**CANCELLATION**
No later than copy deadline.

**CONTACT**
Delivery:
Östermalmsgatan 40, Stockholm.

Mail:
Läkartidningen
Box 5603
SE-114 86 Stockholm
Sweden

E-mail: annonser@lakartidningen.se
Telephone: +46 8-790 35 60

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**Läkartidningen 2020**

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**Career meetings for doctors 2020**

- **Jönköping** April 23
- **Stockholm** May 14
- **Göteborg** October 8
- **Östersund** October 22
- **Lund** November 12
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 44 600 copies, the largest medical scientific journal in Scandinavia.
➤ 78 000* readers.
➤ 71%* coverage among doctors.
*(Orvesto Business to Business 2019)

Target groups and distribution
➤ 39 900 members of the Swedish Medical Association.
➤ 3 200 medical students.
➤ 900 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. 150 000* unique visitors per week, actively seeking news and information.
*(KIA index October 2019)

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
➤ 61% are doctors.
➤ 12% are nurses or other health professionals.
➤ 2% are scientists or active in the pharmaceutical industry.
➤ 26% are «others».
➤ 41% are not regular readers of the printed paper.
➤ 31% of visitors have clicked a banner.
(Userneeds, December 2018, n=1 306)

Newsletters

Straight into the target group
This newsletter is mailed Monday to Friday to approx 42 000 recipients, 36 000 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 2020 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.