

# 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**

92 x 30 mm  
colour **7 200 SEK**

92 x 60 mm  
colour **14 400 SEK**

92 x 90 mm  
colour **21 600 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](http://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](http://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](mailto: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](mailto:annonser@lakartidningen.se)

#### Telephone:

+46 8-790 35 60

## Läkartidningen 2020

No.	Publication date	Deadline 4.00 pm
1-3	Jan 15	Jan 07
4	Jan 22	Jan 14
5-6	Jan 29	Jan 21
7	Feb 12	Feb 04
8	Feb 19	Feb 11
9-10	Feb 26	Feb 18
11-12	Mar 11	Mar 03
13-14	Mar 25	Mar 17
15-16	Apr 08	Mar 31
17-18	Apr 22	Apr 14
19-20	May 06	Apr 28
21-22	May 20	May 12
23-24	Jun 03	May 26
25-27	Jun 17	Jun 09
28-32	July 08	Jun 30
33-34	Aug 12	Aug 04
35-36	Aug 26	Aug 18
37	Sep 09	Sep 01
38-39	Sep 16	Sep 08
40	Sep 30	Sep 22
41	Oct 07	Sep 29
42	Oct 14	Oct 06
43	Oct 21	Oct 13
44-45	Oct 28	Oct 20
46-47	Nov 11	Nov 3
48	Nov 25	Nov 17
49-50	Dec 02	Nov 24
51-52	Dec 16	Dec 08

## 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.



## 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.



## 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)



## 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.