Reach out to Swedish doctors

PRINT ADS
Rates 2020
## Rates 2020

### SPREAD
- **FULL BLEED**
  - 420 x 280 mm + 3 mm all sides
  - **76 400 SEK**

### FULL PAGE BLEED
- 210 x 280 mm
- 3 mm all sides
- **53 900 SEK**

### SPREAD
- **BLEED ONLY IN BINDING EDGE**
  - 392 x 257 mm
  - **76 400 SEK**

### COVER
- Page 2
  - **60 500 SEK**
- Page 3
  - **55 600 SEK**
- Page 4, max. height 240mm
  - **67 200 SEK**
- For cover ads, other than standard, please contact our sales department for quotes and technical details.

### SPECIAL PLACEMENT
- Page 2 and 7
  - Requested placement +15%.
  - Black and white -20%.
  - **58 300 SEK**
  - All prices are regarding 4-colour.

### 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.

### BOOKING
- Three weeks before publication.

### CANCELLATION
- No later than two weeks before publication.

### CONTACT AND BOOKING
- Informa AB
  - Ph: +46 8 121 33 220
  - lakartidningen@informa.se

  - Fredrik Eckerström
    - Ph: +46 8 121 33 220
    - lakartidningen@informa.se

  - David Andreasson
    - Ph: +46 8 121 33 220
    - lakartidningen@informa.se

  - Ulf Jansson
    - Ph: +46 8 790 35 47
    - ulf.jansson@lakartidningen.se
When you know who you want to reach!

Läkartidningen reaches 71% of Swedish doctors.
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.