

Reach out to Swedish doctors

PRINT ADS
Rates 2020



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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

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 **58 300 SEK**
Requested placement +15 %.
Black and white -20 %.

All prices are regarding 4-colour.

SPREAD BLEED ONLY IN BINDING EDGE

392 x 257 mm
76 400 SEK

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

VERTICAL HALF PAGE

92 x 257 mm
34 500 SEK

HORIZONTAL HALF PAGE

188 x 125 mm
34 500 SEK

HORIZONTAL QUARTER PAGE

188 x 60 mm
22 900 SEK

VERTICAL QUARTER PAGE

92 x 125 mm
22 900 SEK

1-COLUMN

43 x 257 mm
22 900 SEK

STREAMER

188 x 30 mm
19 900 SEK

MAGAZINE FACTS

AVERAGE PAGES:

60 pages per issue.

EDITORIAL STAFF:

12 journalists, 9 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

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

**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.



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.



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)