

# Reach out to Swedish doctors

PRINT ADS  
Rates 2022



# Rates 2022

**SPREAD**  
FULL BLEED  
420 x 280 mm + 3 mm all sides  
**80 200 SEK**

**FULL PAGE**  
BLEED  
210 x 280 mm  
3 mm all sides  
**56 600 SEK**

**SPREAD**  
BLEED ONLY IN BINDING EDGE  
392 x 257 mm  
**80 200 SEK**

**VERTICAL**  
**HALF**  
**PAGE**  
92 x 257 mm  
**36 300 SEK**

**HORIZONTAL**  
**HALF PAGE**  
188 x 125 mm  
**36 300 SEK**

**HORIZONTAL**  
**QUARTER PAGE**  
188 x 60 mm  
**24 100 SEK**

**VERTICAL**  
**QUARTER**  
**PAGE**  
92 x 125 mm  
**24 100 SEK**

**1-COLUMN**  
43 x 257 mm  
**24 100 SEK**

**STREAMER**  
188 x 30 mm  
**20 900 SEK**

All prices are regarding 4-colour.

## COVER

Page 2 **63 500 SEK**  
Page 3 **58 400 SEK**  
Page 4, maximum height 240mm **70 600 SEK**  
For cover ads, other than standard, please contact our sales department for quotes and technical details.

## SPECIAL PLACEMENT

Page 2 and 7 **61 200 SEK**  
Requested placement +15%.  
Black and white -20%.

## 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.

## 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

Pdf-files with preview and fonts. 300 dpi.

**Digital material should be sent to:**

annonser@lakartidningen.se

### CONTACT

#### Delivery:

Villagatan 5, Stockholm.

#### Mail:

Läkartidningen

Box 5603

SE-114 86 Stockholm

Sweden

#### Telephone:

+46 (0)8-790 35 30

## Läkartidningen 2022

No	Publication date	Deadline 4.00 pm
1-3	Jan 12	Jan 04
4-5	Jan 26	Jan 18
6-7	Feb 09	Feb 01
8	Feb 23	Feb 15
9-10	Mar 02	Feb 22
11-12	Mar 16	Mar 08
13-14	Mar 30	Mar 22
15-16	Apr 13	Apr 05
17-18	Apr 27	Apr 19
19-20	May 11	May 03
21-22	May 25	May 17
23-24	June 08	May 31
25-26	June 22	June 14
27-31	July 06	June 28
32-33	Aug 10	Aug 02
34-35	Aug 24	Aug 16
36	Sep 07	Aug 30
37	Sep 14	Sep 06
38-39	Sep 21	Sep 13
40	Oct 05	Sep 27
41-42	Oct 12	Oct 04
43	Oct 26	Oct 18
44-45	Nov 02	Oct 25
46-47	Nov 16	Nov 08
48-49	Nov 30	Nov 22
50-52	Dec 14	Dec 06

**When you know who  
you want to reach!**



**Läkartidningen reaches  
71% of Swedish doctors\***

\*Orvesto Business to Business 2019

# 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 46 100 copies, the largest medical scientific journal in Scandinavia.
  - 78 000\* readers.
  - 71%\* coverage among doctors.
- \*(Orvesto Business to Business 2019)

### Target groups and distribution

- 40 300 members of the Swedish Medical Association.
- 2 100 medical students.
- 700 subscribers (pharmacies, health care centres, authorities, pharmaceutical companies etc).
- 500 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. 180 000\* unique visitors per week, actively seeking news and information.

\*(KIA index November 2021)

### 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

- 60 % are doctors.
  - 19 % are nurses or other health professionals.
  - 9 % are scientists or active in the pharmaceutical industry.
  - 12 % are »others«.
  - 19 % are not regular readers of the printed paper.
  - 26 % of visitors have clicked a banner.
- (Userneeds, January 2021, n=1045)



## Newsletters

### Straight into the target group

This newsletter is mailed Monday to Friday to approx 42 000 recipients, 34 000 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 2022 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.