

# When looking for Swedish doctors

## RECRUITMENT Rates **2022**



# Rates 2022

**FULL PAGE**  
188 x 260 mm  
colour **69 680 SEK**

**VERTICAL HALF PAGE**  
92 x 260 mm  
colour **39 000 SEK**

**VERTICAL QUARTER PAGE**  
92 x 125 mm  
colour **23 000 SEK**

**HORIZONTAL HALF PAGE**  
188 x 125 mm  
colour **37 500 SEK**

92 x 30 mm  
colour **7 500 SEK**

92 x 60 mm  
colour **15 000 SEK**

92 x 90 mm  
colour **22 500 SEK**

## MILLIMETRE RATES colour

60–180 mm per column 125 SEK  
181–250 mm per column 92 SEK  
251–719 mm per column 75 SEK  
720–1040 mm per column 67 SEK

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

## 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!**

**IF YOU WANT TO** maximize the impact of your ad – get included in **JOB I FOKUS!** Your post will be found in the right hand column on the start page of [Läkartidningen.se](http://Lakartidningen.se) and on the career site [Lakarkarriar.se](http://Lakarkarriar.se) for three weeks. Additionally, the post is visible in the **JOB MAIL** for three weeks. This mail is sent weekly to approximately 42 000 recipients.

**Pris 12 900 SEK per post**





## Technical data

### PAPER

65 g, cover 150 g

### PRINT

Offset.

### BINDING

Stapled.

### SCREEN

300 dpi.

### AD FORMAT PRINTING SPACE

188 x 260 mm.

### MATERIAL

Pdf-files with preview and fonts. 300 dpi.

**Digital material should be sent to:**

annonser@lakartidningen.se

**E-mail:** annonser@lakartidningen.se

### INSERTS

Please contact our sales department for information and quotes.

### CANCELLATION

No later than copy deadline.

### CONTACT

#### Delivery:

Villagatan 5, Stockholm.

#### Mail:

Läkartidningen

Box 5603

SE-114 86 Stockholm

Sweden

#### E-mail:

annonser@lakartidningen.se

#### Telephone:

+46 8-790 35 60

## 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

# 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.



## 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.



## 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)