

Läkartidningen.se Newsletter

DIGITAL ADVERTISING Rates 2024



Rates 2024

Läkartidningen.se

Läkartidningen.se has approx. 230 000 unique visitors per week (KIA index October 2023).

Rates desktop per week

A Top banner 240	1100x240 pix	51 200 SEK
B Top banner 100	1100x100 pix	38 900 SEK
C Half top banner	545x100 pix	22 700 SEK
D Text banner 200	556x200 pix	27 000 SEK
E Text banner 200.2	556x200 pix	19 600 SEK
F Landscape 320	268x320 pix	20 600 SEK
G Landscape 200	268x200 pix	15 000 SEK

Maximize your campaign – book a banner on the mobile phone

Rate per week

Top banner	360x180 pix	30 200 SEK
Position 2	360x180 pix	23 100 SEK
Position 3-4	360x180 pix	15 000 SEK
Full screen scroll	360x540 pix	49 000 SEK



25% VAT will be added to all prices.



50% discount

on desktop when booking on the mobile phone.

Please contact us for further information.

Newsletter

Our newsletter reaches approximately 44 000 recipients five days a week, 39 000 of which are members of the Swedish Medical Association.

Position	Size	Price per week
A Upper	385x130 pix	30 000 SEK
B Lower	220x220 pix	20 000 SEK

N. B. Only gif-format in the newsletter.

Open rate
more than
40%!



Läkartidningen.se

The primary site for Swedish doctors. More than 230 000* unique visitors every week

*KIA index October 2023

Technical information

FILE FORMAT

GIF, JPG, PNG. Do not forget to attach a link. File size (KB): Maximum 100 kilobytes.

We offer impression and click counts. In order for this to work, the instructions above must be followed.

Send your copy material to:
banner@lakartidningen.se

CANCELLATION

A minimum of seven work days before publication on the web. Banners and web ads are published in accordance with the calendar

BOOKING RECRUITMENT ADS

Eva Larsson
+46 8 790 35 06
eva.larsson@lakartidningen.se

BOOKING PHARMA ADS AND OTHERS

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

Ulf Jansson
+46 8 790 35 47
ulf.jansson@lakartidningen.se

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 47 300 copies, the largest medical scientific journal in Scandinavia.

Target groups and distribution

- 44 500 members of the Swedish Medical Association.
- 1 700 medical students.
- 350 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. 230 000* unique visitors per week, actively seeking news and information. *(KIA index October 2023)

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

- 55 % are doctors.
- 17 % are nurses or other health professionals.
- 35 % of visitors have clicked a ad (54 % women). (Oui Agency April 2023. Base 1005 persons.)



Newsletters

Straight into the target group

This newsletter is mailed Monday to Friday to approx 44 000 recipients, 39 000 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 2024 we plan to publish three new books. Please contact us for more information.



Career meetings and digital events

New possibilities

As a partner at Läkartidningen's event you will have a direct hit in a specific target group. You will meet the delegates eye to eye or via Zoom.

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.