

# Reach out to Swedish doctors

PRINT ADS  
Rates **2024**



# Rates 2024

## SPREAD FULL BLEED

420 x 280 mm + 3 mm all sides  
**86 700 SEK**

## FULL PAGE BLEED

210 x 280 mm  
3 mm all sides  
**59 900 SEK**

## COVER

Page 2 **68 700 SEK**  
Page 3 **60 700 SEK**  
Page 4, max.height 240mm **76 300 SEK**

For cover ads, other than standard,  
please contact our sales department for  
quotes and technical details.

## SPECIAL PLACEMENT

Page 2 and 7 **66 300 SEK**  
Requested placement +15 %.  
Black and white -20 %.

All prices are regarding 4-colour.

## SPREAD

BLEED ONLY IN BINDING EDGE

392 x 257 mm  
**86 700 SEK**

## NATIVE ADVERTISING

With a native advertisement, you strengthen your brand and build a long-term relationship with the readers. The reading time is long, and you have the opportunity to present your products and services in depth, both in print and online.

The native package includes a full page in  
Läkartidningen, banner for two weeks and a  
campaign page on Läkartidningen.se

For prices and information, contact

David Andreasson  
Ph +46 (0)8-121 33 220  
lakartidningen@informa.se



## VERTICAL HALF PAGE

92 x 257 mm  
**39 200 SEK**

## HORIZONTAL HALF PAGE

188 x 125 mm  
**39 200 SEK**

## HORIZONTAL QUARTER PAGE

188 x 60 mm  
**26 100 SEK**

## VERTICAL QUARTER PAGE

92 x 125 mm  
**26 100 SEK**

## 1-COLUMN

43 x 257 mm  
**26 100 SEK**

## STREAMER

188 x 30 mm  
**22 600 SEK**

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



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

\*Orvesto Business to Business 2019

## 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

### 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.

## Läkartidningen 2024

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

# 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.