

# When looking for Swedish doctors

RECRUITMENT  
Rates **2024**



# Rates 2024

**FULL PAGE**  
188 x 260 mm  
colour **74 880 SEK**

**VERTICAL HALF PAGE**  
92 x 260 mm  
colour **42 640 SEK**

**VERTICAL QUARTER PAGE**  
92 x 125 mm  
colour **25 000 SEK**

**HORIZONTAL HALF PAGE**  
188 x 125 mm  
colour **41 000 SEK**

92 x 30 mm  
colour **8 100 SEK**

92 x 60 mm  
colour **16 200 SEK**

92 x 90 mm  
colour **24 300 SEK**

## MILLIMETRE RATES colour

60–180 mm per column 135 SEK  
181–250 mm per column 100 SEK  
251–719 mm per column 82 SEK  
720–1040 mm per column 72 SEK

2-columns = 92 mm, 3-columns = 140 mm,  
4-columns = 188 mm

**Smallest size possible: 92 x 30 mm.**

VAT is 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.

## PRODUCTION COST

950 SEK

## RECRUITMENT ADS ON THE INTERNET

All recruitment ads published in Läkartidningen are also published on our online joblist and is available for three weeks or until last date of application.

## Complete with digital advertising

### JOBB I FOKUS/JOBBMEJLET

The screenshot shows the Läkartidningen website interface. At the top, there's a navigation bar with 'START', 'ARTIKEL', 'KUNSKAPSTESTAR', 'TJÄNSTER', 'ANMÄLAN', and 'OM OSS'. Below the navigation, there's a search bar and a main heading 'Tjänstelistan' with the subtext 'Sveriges viktigaste kanal för lediga läkartjänster!' and 'Just nu 97 lediga tjänster'. A list of medical specialties is displayed in a grid, including AT-tjänster, Akutsjukvård, Allergisjukdomar, Allmänmedicin, Anestesi- och intensivvård, Arbets- och miljömedicin, ST-tjänster, Barn- och ungdomsallergologi, Barn- och ungdomskardiologi, Barn- och ungdomskirurgi, Barn- och ungdomsmedicin, Barn- och ungdomsneurologi med habilitering, Barn- och ungdomspsykiatri, Barn- och ungdomshematologi och onkologi, Barnmedicinska specialiteter, Hematologi, Hud- och könsjukdomar, Hjärt- och balanserubbingar, Infektionsjukdomar, Internmedicin, Invärtesmedicinska specialiteter, Kardiologi, Kirurgi, Kirurgiska specialiteter, Klinisk bakteriologi och virologi, Klinisk farmakologi, Klinisk fysiologi, Klinisk genetik, Klinisk immunologi och transfusionsmedicin, Klinisk kemi, Neurologi, Neuroradiologi, Neurospecialiteter, Nuklearmedicin, Obstetrisk och gynekologi, Onkologi, Örtpedi, Palliativ medicin, Plastikkirurgi, Psykiatri, Psykiatriska specialiteter, Radiologi, Rehabiliteringsmedicin, Reumatologi, Rättsmedicin, Rättpsykiatri, Röst- och talrubbingar.

**Jobb i fokus:** 3 weeks of advertising  
**Jobbmejlet:** 3 mailings x 44,000 recipients  
**13 800 SEK** per service

### SOCIAL MEDIA

The screenshot shows a smartphone displaying a Facebook post from 'Läkartidningen'. The post features a logo for 'REGION JÄMTLAND HÄRJEDALEN' and a red banner that reads 'ÖVERLÄKARE/SPEC-LÄKARE, AKUT- & TRAUMASEKTIONEN, ÖSTERSUNDS SJUKHUS'. Below the banner, the text says 'Överläkare/spec-läkare, akut- & traumasektionen, Östersunds ...'. The post has 20 likes, 5 comments, and 3 shares. To the right of the smartphone, there are icons for Facebook and Instagram.

Advertising on **Facebook** and **Instagram**,  
20 000 exposures  
**13 800 SEK** per service



## 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 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 12.15
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.