

Reach out to Swedish doctors

PRINT ADS
Rates 2019



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**SPREAD
FULL BLEED**
420 x 280 mm + 3 mm all sides
76 400 SEK

**FULL PAGE
BLEED**
210 x 280 mm
3 mm all sides
53 900 SEK

**SPREAD
BLEED ONLY IN BINDING EDGE**
392 x 257 mm
76 400 SEK

<p>VERTICAL HALF PAGE 92 x 257 mm 34 500 SEK</p>	<p>HORIZONTAL HALF PAGE 188 x 125 mm 34 500 SEK</p>
	<p>HORIZONTAL QUARTER PAGE 188 x 60 mm 22 900 SEK</p>

<p>VERTICAL QUARTER PAGE 92 x 125 mm 22 900 SEK</p>	<p>1-COLUMN 43 x 257 mm 22 900 SEK</p>
<p>STREAMER 188 x 30 mm 19 900 SEK</p>	

All prices are regarding 4-colour.

COVER

Page 2	60 500 SEK
Page 3	55 600 SEK
Page 4, maximum height 240mm	67 200 SEK

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

SPECIAL PLACEMENT

Page 2 and 7	58 300 SEK
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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.

VOLUME DISCOUNTS

Simultaneous orders give the following volume discounts:

200 000-299 000 SEK	10%
300 000-499 000 SEK	13%
500 000-799 000 SEK	15%
800 000 SEK-	20%

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

Digital material as pdf or eps with preview and fonts.
Pdf files should be created with settings in Acrobat
Distiller as described on www.vtab.se (300 dpi).

CONTACT

Delivery:

Östermalmsgatan 40, Stockholm.

Mail:

Läkartidningen
Box 5603
SE-114 86 Stockholm
Sweden

Digital material should be sent to:

produktannonser@lakartidningen.se

Telephone:

+46 (0)8-790 35 30

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



**Läkartidningen reaches
73% of Swedish doctors.**

Läkartidningen 2019

No.	Publication date	Deadline 4.00 pm
1-2	Jan 9	Jan 02
3	Jan 16	Jan 08
4	Jan 23	Jan 15
5	Jan 30	Jan 22
6	Feb 06	Jan 29
7	Feb 13	Feb 5
8 AT-nummer	Feb 20	Feb 12
9-10	Feb 27	Feb 19
11	Mar 13	Mar 05
12	Mar 20	Mar 12
13	Mar 27	Mar 19
14	Apr 3	Mar 26
15	Apr 10	Apr 02
16-17	Apr 17	Apr 09
18	May 2	Apr 23
19-20	May 8	Apr 30 , kl 12.00
21	May 22	May 14
22-23	May 29	May 21
24	Jun 12	Jun 4
25-26	Jun 19	Jun 11
27-29	July 3	Jun 25
30-32	July 24	July 16
33-34	Aug 14	Aug 6
35-36	Aug 28	Aug 20
37	Sep 11	Sep 3
38-39	Sep 18	Sep 10
40	Oct 02	Sep 24
41	Oct 09	Oct 01
42	Oct 16	Oct 08
43	Oct 23	Oct 15
44-45	Oct 30	Oct 22
46	Nov 13	Nov 05
47	Nov 20	Nov 12
48	Nov 27	Nov 19
49-50	Dec 04	Nov 26
51-52	Dec 18	Dec 10
1-2/2020	Jan 08	Dec 30

Planned themes 2019

- Sustainable health care
- Laboratory diagnostics
- Asthma
- Premature birth
- Innovations in health care
- Lifelong learning for doctors

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 44 600 copies, the largest medical scientific journal in Scandinavia.
- 85 000* readers.
- 73 %* coverage among doctors.
*(Orvesto Business to Business 2017)

Target groups and distribution

- 39 900 members of the Swedish Medical Association.
- 3 200 medical students.
- 900 subscribers (pharmacies, health care centres, authorities, pharmaceutical companies etc).
- 600 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. 130 000* unique visitors per week, actively seeking news and information.
*(KIA index December 2018)

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

- 73 % are doctors.
- 9 % are nurses or other health professionals.
- 4 % are scientists or active in the pharmaceutical industry.
- 14 % are »others».
- 16 % are not regular readers of the printed paper.
- 25 % of visitors have clicked a banner.
(Questback, October 2016, n=999)



Newsletters

Straight into the target group

This newsletter is mailed Monday to Friday to approx 45 000 recipients, 38 000 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 2019 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.