

# When looking for Swedish doctors

RECRUITMENT  
Rates 2018



# Rates 2018

**FULL PAGE**  
188 x 260 mm  
b/w **57 200 SEK**  
colour **64 700 SEK**

**VERTICAL HALF PAGE**  
92 x 260 mm  
b/w **28 600 SEK**  
colour **36 100 SEK**

**VERTICAL QUARTER PAGE**  
92 x 125 mm  
b/w **13 750 SEK**  
colour **21 250 SEK**

**HORIZONTAL HALF PAGE**  
188 x 125 mm  
b/w **26 500 SEK**  
colour **34 000 SEK**

92 x 30 mm  
b/w **4 200 SEK**

92 x 60 mm  
b/w **8 400 SEK**

92 x 90 mm  
b/w **12 600 SEK**

## MILLIMETRE RATES b/w

**Up to 250 mm:** 68 SEK per mm per column  
**More than 250 mm:** 53 SEK per mm per column  
1-column = 44 mm  
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 55 120 SEK (for ads higher than 250 mm full height is charged).

## ADDITIONAL COST FOR COLOUR

7 500 SEK.

## EXTRA CHARGE FOR 3-COLUMN ADS


4 000 SEK.

## PRODUCTION

950 SEK/hour.

## 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!**

Increase the impact of your ad with **Jobb i fokus**.

**Price 10 900 SEK per job**





## Technical data

### PAPER

65 g, cover 150 g

### PRINT

Offset.

### BINDING

Stapled.

### SCREEN

300 dpi.

### AD FORMAT PRINTING SPACE

188 x 260 mm.

### MATERIAL

**Digital material:** For information: [www.lakartidningen.se](http://www.lakartidningen.se), please click Annonsera in LT, Classified ads. PDF:s should be created with Acrobat 5 (PDF 1.4) fonts included (300 dpi).

**E-mail:** [annonser@lakartidningen.se](mailto:annonser@lakartidningen.se)

**Ftp-server:** Fetch (Mac) or WS-ftp (PC)

Password is available from our ad department, +46-(0)8-790 35 60.

### INSERTS

Please contact our sales department for information and quotes.

### CANCELLATION

No later than copy deadline.

### CONTACT

#### Delivery:

Östermalmsgatan 40, Stockholm.

#### Mail:

Läkartidningen

Box 5603

SE-114 86 Stockholm

Sweden

#### E-mail:

[annonser@lakartidningen.se](mailto:annonser@lakartidningen.se)

#### Telephone:

+46 8-790 35 60

## Läkartidningen 2018

No.	Publication date	Deadline 4.00 pm
1-2	Jan 10	<b>Jan 02</b>
3	Jan 17	Jan 09
4	Jan 24	Jan 16
5	Jan 31	Jan 23
6	Feb 07	Jan 30
7	Feb 14	Feb 06
8	Feb 21	Feb 13
9-10	Feb 28	Feb 20
11	Mar 14	Mar 06
12	Mar 21	Mar 13
13-14	Mar 28	Mar 20
15	Apr 11	Apr 03
16	Apr 18	Apr 10
17-18	Apr 25	Apr 17
19-20	May 09	<b>May 2, 12.00 pm</b>
21	May 23	May 15
22-23	May 30	May 22
24	June 13	<b>June 04</b>
25-26	June 20	June 12
27-29	July 04	June 26
30-32	July 25	July 17
33-34	Aug 15	Aug 07
35-36	Aug 29	Aug 21
37	Sep 12	Sep 04
38	Sep 19	Sep 11
39	Sep 26	Sep 18
40	Oct 03	Sep 25
41	Oct 10	Oct 02
42	Oct 17	Oct 09
43	Oct 24	Oct 16
44-45	Oct 31	Oct 23
46	Nov 14	Nov 06
47	Nov 21	Nov 13
48	Nov 28	Nov 20
49-50	Dec 05	Nov 27
51-52	Dec 19	Dec 11
1-2/2019	Jan 09	Jan 02

## Career meetings for doctors 2018

- **Linköping** March
- **Stockholm** May
- **Lund** October
- **Göteborg** November

# 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 42 900 copies, the largest medical scientific journal in Scandinavia.
- 85 000\* readers.
- 73 %\* coverage among doctors.  
\*(Orvesto Business to Business 2017)

### Target groups and distribution

- 38 000 members of the Swedish Medical Association.
- 2 900 medical students.
- 1 400 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. 90 000\* unique visitors per week, actively seeking news and information.  
\*(KIA index October 2017)

### 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 41 000 recipients, 35 000 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 2018 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.