

# Rates 2012

# Display Ads

# Läkartidningen

- the Journal of the Swedish Medical Association



Provocatively  
objective

Läkartidningen

# More than just an ad



## 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, the largest medical scientific journal in Scandinavia.
- 49 000\* readers
- 74 %\* coverage among doctors

\*(Orvesto Business to Business 2011)

## Target groups and distribution

- 33 600 members of the Swedish Medical Association
- 2 500 medical students
- 5 200 subscribers (pharmacies, health care centres, authorities, pharmaceutical companies etc)
- 1 500 free copies, including to members of county drug list committees



## NEWSLETTER

### Straight into the target group

This news letter is mailed every Tuesday and Friday to approx 32 700 members of the Swedish Medical Association and to 4 500 other subscribers. It gives you direct 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.



## Primary site for Swedish doctors

lakartidningen.se is the primary site for Swedish doctors. You reach approx. 40 000\* unique visitors per week, actively seeking news and information  
\*(KIA index)

## 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

- 69 % are doctors
- 10 % are nurses or other health professionals
- 5 % are scientists or active in the pharmaceutical industry
- 15 % are »others«
- 14 % are not regular readers of the printed paper
- 25 % of visitors have clicked a banner  
(Lykta Affärsutveckling AB maj 2010)



## Popular Books

You may also buy your own edition of our new, very popular books. During 2011 we plan to publish three new books. Contact us for more information.



## 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 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

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## The most frequent formats

**SPREAD  
FULL BLEED**  
420 x 297 mm + 3 mm all sides  
4-colour ..... 67 300 SEK

**FULL PAGE  
BLEED**  
210 x 297 mm  
+ 3 mm all sides  
4-colour  
..... 46 400 SEK

**FULL PAGE**  
179 x 267 mm  
4-colour  
..... 46 400 SEK

**SPREAD  
BLEED ONLY IN BINDING EDGE**  
389 x 267 mm  
4-colour ..... 67 300 SEK

### COVER

Page 2, 4-colour ..... 51 800 SEK  
Page 3, 4-colour ..... 47 400 SEK  
Page 4, max. height 260 mm, 4 colour .. 57 900 SEK  
For cover ads, other than standard, please contact our sales department for quotes and technical details.

### SPECIAL PLACEMENT

Page 3, 4, 6, 4-colour ..... 49 900 SEK

**REQUESTED PLACEMENT** +15 %.

**BLACK AND WHITE** -20 %.

### INSERTS

Minimum format 105 x 148 mm.  
Maximum format 200 x 290 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** 3 weeks before publication.

**CANCELLATION** No later than two weeks before publication.

**Call us at -46 (0)8-790 35 30 for more information.**

<p><b>VERTICAL HALF PAGE</b> 87 x 267 mm 4-colour ..... 29 400 SEK</p>	<p><b>HORIZONTAL HALF PAGE</b> 179 x 130 mm 4-colour ..... 29 400 SEK</p> <p><b>HORIZONTAL QUARTER PAGE</b> 179 x 65 mm 4-colour ..... 19 100 SEK</p>
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<p><b>VERTICAL QUARTER PAGE</b> 87 x 130 mm 4-colour ..... 19 100 SEK</p> <p><b>STREAMER</b> 179 x 35 mm 4-colour 16 100 SEK</p>	<p><b>1-COLUMN</b> 56 x 267 mm 4-colour ..... 19 100 SEK</p>
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### MAGAZINE FACTS

Average pages:  
56 pages per issue.

Editorial staff:  
15 journalists, 7 medical  
editors

Expert panel:  
220 medical referees. 350 medical  
specialists.

## Technical data

### PAPER

65 g lwc (cover 150 g TF)

### FORMAT

A4 (210x297 mm)

### PRINT

Offset

### TEXT

Computer to text

### 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.sormlandsgrafiska.se](http://www.sormlandsgrafiska.se) (300 dpi)

### ADDRESSES

Delivery – Östermalmsgatan 40, Stockholm.

Mail – Box 5603, SE-114 86 Stockholm.

Digital material should be sent to [produktannonser@lakartidningen.se](mailto:produktannonser@lakartidningen.se).

See Advertise on [www.lakartidningen.se](http://www.lakartidningen.se)

## When you know who you want to reach!



## Läkartidningen for 74% of Swedish doctors.

Orvesto Näringsliv 2011

## Publication dates 2012

LT no	Publication day	Copy deadline
	D/M	Tuesdays before 12.00 noon D/M
1-2	11/1	<b>2011</b> 27/12
3	18/1	9/1
4	25/1	16/1
5	1/2	23/1
6	8/2	30/1
7	15/2	6/2
8	22/2	13/2
9-10	29/2	20/2
11	14/3	5/3
12	21/3	12/3
13	28/3	19/3
14-15	4/4	26/3
16	18/4	10/4
17-18	25/4	16/4
19	9/5	30/4
20-21	16/5	4/5
22 Kr	30/5	21/5
23-24	7/6	28/5
25	20/6	11/6
26-28	27/6	18/6
29-31	18/7	9/7
32-33	8/8	30/7
34-35	22/8	13/8
36	5/9	27/8
37	12/9	3/9
38	19/9	10/9
39-40	26/9	17/9
41	10/10	1/10
42	17/10	8/10
43-44	24/10	15/10
45	7/11	29/10
46	14/11	5/11
47	21/11	12/11
48	28/11	19/11
49-50	5/12	26/11
51-52	19/12	10/12
1-2/2013	9/1	<b>2013</b> 27/12

Läkartidningen  
arrangerar

### Special Issues and Symposia, highlighting topical medical themes

- Prostate Cancer, week 10
- Tobacco, week 11
- Teenage Theme, week 16
- Pain, May
- Life Style and Health, week 36
- Chronic Kidney Diseases, week 42
- Chronic Obstructive Pulmonary Disease, week 42
- Trauma, week 46
- Transplantations, week 49