

# Läkartidningen.se Läkarkarriär.se Newsletter

## DIGITAL ADVERTISING Rates 2019



# Rates 2019

## Läkartidningen.se

Läkartidningen.se has approx. 130 000 unique visitors per week (KIA index).

### Rates desktop per week

A Top banner 240	1100x240 pix	46 000 SEK
B Top banner 100	1100x100 pix	36 000 SEK
C Half top banner	545x100 pix	21 000 SEK
D Text banner 200	556x200 pix	24 000 SEK
E Text banner 100	556x100 pix	19 000 SEK
F Sky scraper	132x300 pix	15 000 SEK
G Landscape 320	268x320 pix	19 000 SEK
H Landscape 200	268x200 pix	15 000 SEK

Maximize your campaign – book a banner on the mobile phone

### Rate per week

Top banner	360x180 pix	25 000 SEK
Position 2	360x180 pix	20 000 SEK
Position 3-4	360x180 pix	15 000 SEK



25% VAT will be added to all prices.



## 50% discount

on desktop when booking on the mobile phone.

Please contact us for further information.

## Newsletter

Our newsletter reaches approximately 45 000 recipients five days a week, 38 000 of which are members of the Swedish Medical Association.

Position	Size	Price per week
A Upper	385x130 pix	30 000 SEK
B Lower	220x220 pix	20 000 SEK

N. B. Only gif-format in the newsletter.



# Läkartidningen.se

The primary site for Swedish doctors. More than 130 000\* unique visitors every week

\*KIA index December 2018

## Technical information

### NEWSLETTER

Follow instructions for web ads below, but use only GIF files (Flash files are not compatible).

### WEB ADS LÄKARTIDNINGEN

**File format:** GIF or Flash (.swf). If possible use clickTAG in Flash banners, or a link given by us. Always use "\_blank" so that the link opens in a new window.

**File size (kB):** A maximum of 50 kB.

We offer impression and click counts.

In order for this to work, the instructions above must be followed.

**Send your copy material to:**  
banner@lakartidningen.se

### CANCELLATION

A minimum of seven work days before publication on the web. Banners and web ads are published in accordance with the calendar

### BOOKING AND INFORMATION

**Eva Larsson**, +46 8-790 35 06  
**Göran Sterner**, +46 8-790 35 03  
**Håkan Holmén**, +46 8-790 35 28  
marknad@lakartidningen.se

# 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.