

When looking for Swedish doctors

RECRUITMENT
Rates 2019



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FULL PAGE
188 x 260 mm
colour **67 600 SEK**

VERTICAL HALF PAGE
92 x 260 mm
colour **37 440 SEK**

VERTICAL QUARTER PAGE
92 x 125 mm
colour **22 000 SEK**

HORIZONTAL HALF PAGE
188 x 125 mm
colour **36 000 SEK**

92 x 30 mm
colour **7 200 SEK**

92 x 60 mm
colour **14 400 SEK**

92 x 90 mm
colour **21 600 SEK**

MILLIMETRE RATES colour

60 – 180 mm per column 120 SEK
181 – 250 mm per column 88 SEK
251 – 719 mm per column 72 SEK
720 – 1040 mm per column 65 SEK

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 67 600 SEK (for ads higher than 250 mm full height is charged).

BLACK/WHITE ADS

20% discount on colour price.

EXTRA CHARGE FOR 3-COLUMN ADS


4 000 SEK.

PRODUCTION COST

950 SEK/hour.

RECRUITMENT ADS ON THE INTERNET

All recruitment ads published in Läkartidningen are also published on 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 11 900 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, 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

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

Telephone:

+46 8-790 35 60

Läkartidningen 2019

No.	Publication date	Deadline 4.00 pm
1-2	Jan 09	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 05
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 03	Mar 26
15	Apr 10	Apr 02
16-17	Apr 17	Apr 09
18	May 02	Apr 23
19-20	May 08	Apr 30 , 12.00
21	May 22	May 14
22-23	May 29	May 21
24	June 12	June 04
25-26	June 19	June 11
27-29	July 03	June 25
30-32	July 24	July 16
33-34	Aug 14	Aug 06
35-36	Aug 28	Aug 20
37	Sep 11	Sep 03
38-39 AT-nummer	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

Career meetings for doctors 2019

- Umeå March 14
- Stockholm March 21
- Örebro October 10
- Göteborg October 17
- Malmö November 14

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.