

# DAGENS Medicin

## Danish Media Kit 2017



# Dagens Medicin is the only independent newspaper in the healthcare sector in Denmark and platform for news and debate

Each edition of the newspaper is read by more than 53,000 readers, including approximately 19,000 of the Danish Doctors of Medicine (Doctors), as well as the entire pharmaceutical industry, decision and policy makers, pharmacists and administrative nurses.

## Readers

Doctors, general practitioners, patient organisations, administrative nurses, the pharmaceutical and medical device industry, decision makers and buyers from the healthcare sector, pharmacists, chemists and dentists.

## Facts

**Publication frequency:** 24 per year  
**Issue day:** Friday  
**Circulation:** 19,000 copies  
**Readership:** 53,000 readers, cf. Gallup 1st half-year 2015

## Themes & Special Editions

Editorial themes will be published 24 times in 2017 and will allow for targeted advertising towards Doctors of Medicine. The themed editions delve into medical and work-related topics. These editions are popular amongst readers and allow for additional exposure of the job advertisements.

## Pipeline, Summer, Power & Christmas Editions\*

Edition no. 7, 13 and 24 are special editions of Dagens Medicin. These special editions are printed on a heavier quality stock, and are trimmed with the possibility of printing ads closer to the edge.

The Christmas edition includes the naming of \*the Best Hospital, DBH, in Denmark. Please contact us if you need any further information.



# Publication Schedule 2017

## Advertising, Deadlines & Themes

Month	Week	Edition	Release Date	Material Deadline	Booking Deadline	Theme
January	2	DM 1	13.01	06.01	04.01	Career + Psychiatry
	3	DM 2	20.01	13.01	11.01	Lungs
February	5	DM 3	03.02	27.01	25.01	Diabetes
	7	DM 4	17.02	10.02	08.02	Cancer
March	9	DM 5	03.03	24.02	22.02	Cardiac/Vascular
	11	DM 6	17.03	10.03	08.03	COPD (KOL)
	13	DM 7	31.03	24.03	22.03	Pipeline
April	15	DM 8	07.04	31.03	29.03	Asthma/Allergy
	17	DM 9	28.04	21.04	19.04	Diabetes
May	19	DM 10	13.05	05.05	03.05	Practice
	21	DM 11	26.05	19.05	17.05	Roumatology
June	23	DM 12	09.06	02.06	31.05	Cancer
	24	DM 13	16.06	09.06	07.06	Summer edition/Power
<b>Summer Holidays</b>						
August	32	DM 14	18.08	11.08	09.08	Career + Psychiatry
	34	DM 15	25.08	18.08	16.08	Lungs
September	36	DM 16	08.09	01.09	30.08	Cardiac/Vascular
	38	DM 17	22.09	15.09	13.09	Cancer
October	40	DM 18	06.10	29.09	27.09	Diabetes
	42	DM 19	20.10	13.10	11.10	Practice
	44	DM 20	03.11	27.10	25.10	Infection
November	45	DM 21	17.11	10.11	08.11	Cancer/Haematology
	47	DM 22	24.11	17.11	15.11	*DBH Cardiac/Vascular
December	48	DM 23	08.12	01.12	29.11	*DBH Diabetes + Cancer
	50	DM 24	15.12	08.12	06.12	*DBH Christmas edition

\*The Best Hospital

### Exposure

#### Effective Exposure

There are endless opportunities for creating attention-grabbing, special effects with Dagens Medicin. Be sure to catch the attention of readers by using the likes of inserts, belly bands, spot varnish and postcards. These can easily be designed for targeting a specific audience for maximum return. Please contact us if you need any further information.

#### Inserts

Inserts are another opportunity to attract the readers' attention. There are many different ways in which you can create unique and unconventional inserts. Please contact us if you need any further information.

Maximum size is 240x350 mm. The insert will be inserted loosely in the newspaper.

#### Belly Bands, Insert Foiling, etc.

For prices on belly bands and other creative content, please contact Helle Garrett on +45 72 42 34 31.



# Formats & Rates

## Rates for the Printed Newspaper

Standard Format			
Format	Size in mm (WxH)	Price in DKK 4 Colours	Price in DKK B&W
Full Page	258 x 370	42.500	
Full Page + 2 Columns Full Height	100 x 370	53.300	
Double-page Spread	530 x 370	64.300	
A4 Page	206 x 297	35.400	
1/2 Page	Spread	31.600	
Banner	258 x 75	21.400	
Mandatory Information			
1 Column	48 x 370		8.160
2 Columns	100 x 370		11.300
3 Columns	153 x 370		14.500
4 Columns	206 x 370		22.200
5 Columns	258 x 370		25.200
1/2 Page	258 x 185		12.800
Special Advertising Placement			
Front-page Banner	258 x 20	26.700	
Page 2	258 x 370	54.400	
Centre Spread	350 x 370	78.200	
Page 4, 7 or 9	258 x 370	51.500	
Page 5	258 x 75	24.400	
Page 11, 13 or 15	258 x 370	49.000	
Page 2-3	530 x 370	79.900	
Back Page	258 x 370	54.400	
Other Special Placements		Price + 15%	
Price per mm for Text Ads		39.66	

### Newspaper Formats

The visual representations show the following formats:

- Full page:** A single large blue rectangle.
- Full Page + 2 Columns:** A large blue rectangle with two smaller blue rectangles on the right side, separated by dashed lines.
- 1/2 page:** A blue rectangle occupying the bottom half of a page.
- Double-page Spread:** Two blue rectangles side-by-side, representing two pages.
- A4 side:** A blue rectangle on the left side of a page.
- Banner:** A thin blue horizontal bar at the bottom of a page.
- Front-page Banner:** A thin blue horizontal bar at the top of a page.
- 1 Column:** A single vertical blue bar.
- 2 Columns:** Two vertical blue bars side-by-side.
- 3 Columns:** Three vertical blue bars side-by-side.
- 4 Columns:** Four vertical blue bars side-by-side.
- 5 Columns:** Five vertical blue bars side-by-side.
- 1/2 Page Spread:** Two blue rectangles side-by-side, representing a half-page spread.

# Online Advertising on dagensmedicin.dk



**Dagens Medicin online has approximately 300,000 page views per month.**

Supplement your ad campaign with a web banner on www.dagensmedicin.dk. Select from the following four banner placements:

**Leaderboard 1200x200 pixels**

CPM 500 = DKK 0.50 per click/impression  
Mobile: 600 x 300 pixel

**Tall Skyscraper 300x600 pixels**

CPM 500 = DKK 0.50 per click/impression  
Mobile: 600 x 300 pixel

**Rectangle 600x300 pixels**

CPM 450 = DKK 0.45 per click/impression  
Mobile: 600 x 240 pixel

**Higher skyscraper + lower 300x400 pixels**

CPM 400 = DKK 0.40 per click/impression  
Mobile: 600 x 240 pixel

## Example

A Tall Skyscraper with 10,000 views costs DKK 5,000 excl. VAT. The banner will be shown on the front page and various sub-pages up to the specified number of views. The campaign is not periodic. NB: Prices apply to the open site.

## Advertising in the Newsletters

Placing advertisements in our newsletters offers a unique opportunity to promote prescription medicine to specific target groups. Dagens Medicin publishes various newsletters for specialists and policy makers with a particular focus on the following:

### The Cancer Newsletter:

Each Wednesday for 1,500 readers in the target group

### The Cardiac/Vascular Newsletter:

Every other Tuesday (odd weeks) for 1,000 in the target group

### The Diabetes Newsletter:

Every other Tuesday (even weeks) from week 39 for 1,000 in the target group

### The General Practice Newsletter:

Each Wednesday for 3,900 in the target group

### Daily Newsletters:

Published every Monday to Friday and Sunday for 8,500 Doctors of Medicine



# Material & Artwork Specifications

## Material is to be sent to [annonce@dagensmedicin.dk](mailto:annonce@dagensmedicin.dk)

Material for the newspaper is to be delivered on time, by the deadline, as an attached PDF in an email to [annonce@dagensmedicin.dk](mailto:annonce@dagensmedicin.dk), or via FTP, <ftp.upload.borsen.dk>

**User:** `annoncer_dagensmedicin`

**Password:** `annoncer13DM`

## Deadline for Material/File Submission

See Publication Schedule

## Supplied PDF & Artwork Specifications

- Image resolution should be minimum 200 dpi
- All images should have good contrast
- Line work should have minimum resolution of 400 dpi
- All supplied images and artwork defined in CMYK process only
- Minimum font size for reversed text is 9 pt
- Minimum font size for black text printed on white is 6 pt
- Mandatory information (see plan)

## PDF Specifications

CMYK process only, no spot colours or elements defined in RGB. Fonts should be embedded. Image resolution set to minimum 200 dpi, no cropping. Transparency features from InDesign and Illustrator should be avoided. For further information on correct PDF specifications, see [www.kankanikke.dk](http://www.kankanikke.dk). If you are adding text to the ad that refers to the Summary of Product Characteristics (SPC), please attach fonts used in the material.

## Summer & Christmas Editions

Please be aware of the ad materials, formats and early deadlines for these editions. All material must be delivered in PDF format.

Full Page Ads: 240x341 mm. If you want to print to the edge/with full bleed, the measurements are 266x370 + 5 mm for cropping. The back page format for the Summer and Christmas edition is 266x350 + 5 mm for cropping if you want to print to the edge/with full bleed.

## Printing

Coldset Web offset.

For more information, please contact Dansk Standard for Avistryk, on +45 33 12 16 70.

\*Advertising agency's commission/advertising allowance/security

We offer a 5% commission after discount if the listing is booked through a media agency. Commissions require repro ready artwork.

## Disclaimers

Dagens Medicin accepts no liability for errors made in advertisements that are published in accordance with the information provided by the customer, nor for materials received from other media.

Should Dagens Medicin accept liability for an error in an ad, you will be given a refund, provided that the total amount does not exceed the cost of the advertisement. For misprint, wrong sizes, pricing and timing, which the advertiser or bureau is not responsible for, there will only be a refund based on Dagens Medicin's estimate of the ad depreciation.

All complaints must be submitted in writing immediately after the advertisement's listing. If an ad is printed with the same error several times without any complaints, you will only get compensation for the first listing.

Dagens Medicin reserves the right to reject advertisements or listings that conflict with the interests of the company or with laws and regulations, as well as any advertising that might be confused with editorial content.

Classified ads will only be included in the classified advertisement pages under relevant headings/sections. Dagens Medicin accepts no liability for listing adverts that are illegal.

Publication or inclusion of ads is not guaranteed if finished material does not meet the delivery requirements. Claims are therefore not applicable if the ordered listing is incorrect, late or missing.

## Record Retention

All advertising materials and documents are archived for six months. Hereafter, the materials and documents are deleted, unless special arrangements have been made. All errors and omissions excepted.

## Cancellation

There will be no additional charge for cancellation, if the cancellation is received no later than four weeks from the material deadline. An ad can be withdrawn up until two weeks before the material deadline at a cancellation fee of DKK 9,000. For ads booked with special placement, the deadline date is shown on the order confirmation.

## We look forward to hearing from you



### Helle Garrett

Key Account Manager  
Product Advertisement  
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Tlf.: +45 72 42 34 31



### Carsten Venø

Key Account Manager  
Job Advertisement  
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### Marianne Ø. Petersen

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