

LEADING IN NEWS AND EVENTS

# MEDIA INFO 2025

[lifesciencesweden.se](http://lifesciencesweden.se)

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# Leading in news and events

Our magazine **Life Science Sweden** was founded 22 years ago and is the leading and most well-known life science magazine in the Nordics. We are an independent news agency that covers research, science and development of medical treatments, from idea all the way through preclinical and clinical stages to society and the patient. The printed edition of Life Science Sweden is published five times this year and [lifesciencesweden.se](http://lifesciencesweden.se) is updated several times daily with the most current and relevant news.

We offer a complete communication platform for you to reach out to your clients, partners and investors:

1. 7 annual international **partnering congresses** including exhibitions and 1-2-1 partnering
2. Magazine **Life Science Sweden** (4 issues in Swedish/year + 1 international issue in English including **The Swedish Life Science Industry Guide**/year)
3. 4-5 **newsletters/week in Swedish** to 17.000 recipients + 1 **newsletter biweekly in English** to 10.700 recipients respectively)
4. News Portal [lifesciencesweden.se](http://lifesciencesweden.se) (60.000 unique page views/month)
5. **Membership**



Editor in Chief **Samuel Lagercrantz**  
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**These are the people we reach:** Procurers, politicians at the regional level, drug committees, business management in health care, physicians, university and university researchers/biomedical scientists, lab managers, biomedical analysts, chemists/chemical engineers, VC's/investment managers, decision makers in the biotech, pharmaceutical, chemical and nanotech industry. The industries we reach include recruitment, advertising, sales, contract manufacturers, patents and regulatory, market access and legal advice.

## Our congresses 2025:

All of our events are annual international partnering meetings with pre-bookable face to face meetings. The events are covered by the media.

### Lab & Diagnostics of the Future

March 18<sup>th</sup>, Stockholm. [labdiagnostics.eu](http://labdiagnostics.eu)

### New Updates in Drug Formulation & Bioavailability

May 14<sup>th</sup>, Copenhagen  
[formulationsbioavailability.com](http://formulationsbioavailability.com)

### The Future of Swedish & Danish Life Science

May 15<sup>th</sup>, Lund. [swedishdanishlifescience.se](http://swedishdanishlifescience.se)

### New Horizons in Biologics & Bioprocessing – including Advanced Therapies

June 3<sup>rd</sup>, Copenhagen. [bioprocessing.se](http://bioprocessing.se)

### Bioscience – Groundbreaking Research & Diagnostic

November 11<sup>th</sup>, Stockholm. [bioscienceevent.com](http://bioscienceevent.com)

### Pharma Outsourcing – Find the right partner

December 2<sup>nd</sup>, Stockholm. [pharmaoutsourcing.eu](http://pharmaoutsourcing.eu)

### New Horizons in Biologics & Bioprocessing – including Advanced Therapies

December 11<sup>th</sup>, Stockholm. [bioprocessing.se](http://bioprocessing.se)



Business Development Manager,  
Director and Founder of  
Life Science Sweden's events  
**Maria Eriksson**  
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[maria.eriksson@nordiskemedier.se](mailto:maria.eriksson@nordiskemedier.se)

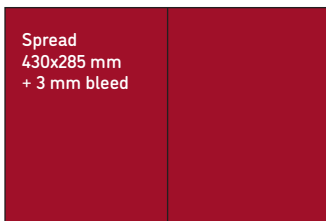


## Publishing schedule 2025

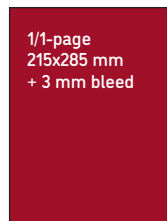
Issue	Publishing date	Material date	Congresses *
1	Feb 28 <sup>th</sup>	Feb 11 <sup>th</sup>	<b>International issue in English including The Swedish Life Science Industry Guide</b> Lab & Diagnostics of the Future, March 18 <sup>th</sup> , Stockholm Bioscience – Research & Diagnostics through Innovative Technologies, April 29 <sup>th</sup> , Gothenburg New Updates in Drug Formulation & Bioavailability, May 14 <sup>th</sup> , Copenhagen The Future of Swedish & Danish Life Science, May 15 <sup>th</sup> , Lund
2	May 28 <sup>th</sup>	May 9 <sup>th</sup>	<b>New Horizons in Biologics &amp; Bioprocessing – including Advanced Therapies</b> , June 3 <sup>rd</sup> , Copenhagen
3	Sept 1 <sup>st</sup>	Aug 13 <sup>th</sup>	<b>Bioscience – Research &amp; Diagnostics through Innovative Technologies</b> , Nov 11 <sup>th</sup> , Stockholm
4	Dec 1 <sup>st</sup>	Nov 12 <sup>th</sup>	<b>Pharma Outsourcing – Find the right partner</b> , Dec 2 <sup>nd</sup> , Stockholm <b>New Horizons in Biologics &amp; Bioprocessing – including Advanced Therapies</b> , Dec 11 <sup>th</sup> , Stockholm

\* The magazine will be handed out to all delegates at associated event in addition to the regular subscribers. Hence the circulation is extended with 120-2.000 copies.

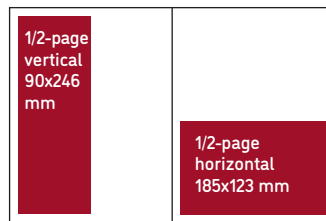
## Adverts and advertorials format and prices



SEK 84.600

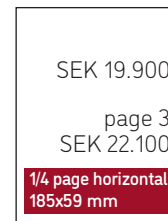


SEK 51.800



SEK 37.500

SEK 37.500



SEK 19.900  
page 3  
SEK 22.100



SEK 57.400

### Inserts

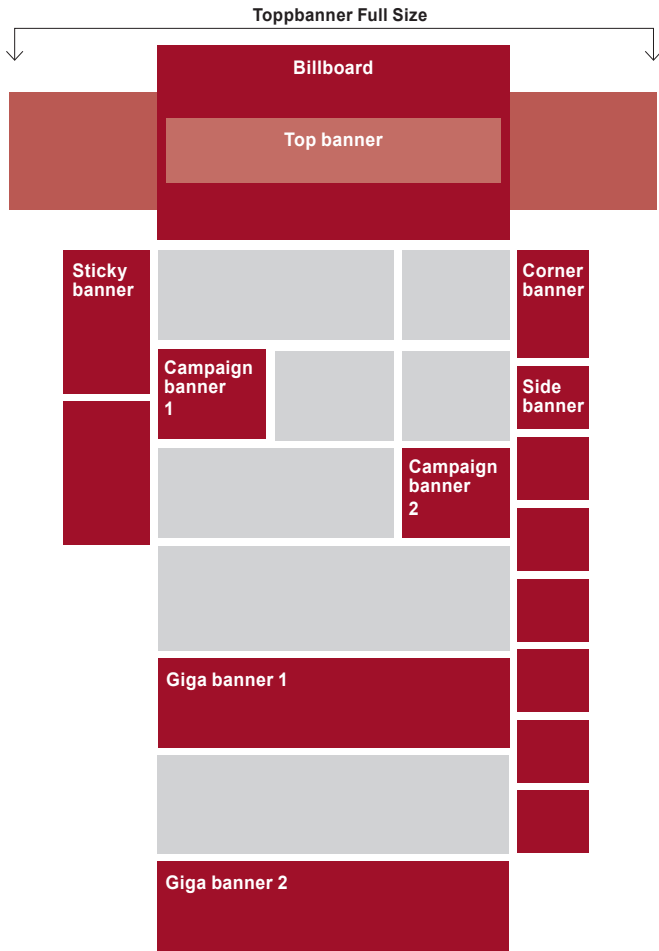
Unbound supplement,  
max 205x280 mm, max 40 gram  
2 pages SEK 39.990  
4 pages SEK 43.490  
8 pages SEK 47.690

### Company presentation in

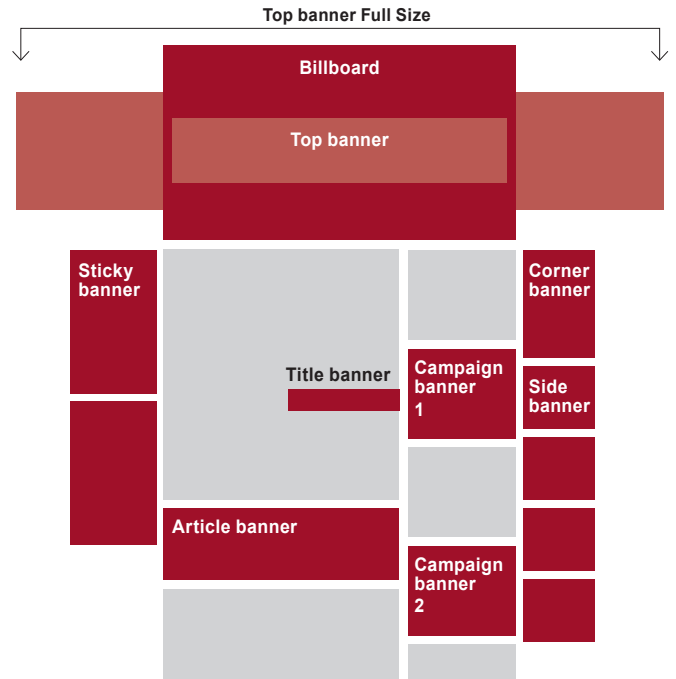
**The Swedish Life Science Industry Guide**  
(see page 4 for more info)  
SEK 20.100/year

# Format & Prices web/newsletter

## Start page, prices per month



## Article page, prices per month



<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....	SEK 79.000
<b>Billboard</b> 980x540 px, static or animated, max 150 kb .....	SEK 68.300
<b>Top banner</b> 930x180 px, static or animated, max 70 kb .....	SEK 53.000
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....	SEK 36.400
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....	SEK 25.500
<b>Side banner</b> 200x175 px, static or animated, max 40 kb .....	SEK 25.500
<b>Campaign banner 1</b> 300x250 px, static or animated, max 75 kb .....	SEK 30.800
<b>Campaign banner 2</b> 300x250 px, static or animated, max 75 kb .....	SEK 28.000
<b>Title banner</b> 300x60 px, static max 20 kb .....	SEK 25.300
<b>Article banner</b> 660x200 px, static or animated, max 100 kb .....	SEK 25.300

<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....	SEK 79.000
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<b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....	SEK 29.500
<b>Side banner</b> 200x175 px, static or animated, max 40 kb .....	SEK 25.500
<b>Campaign banner 1*</b> 300x250 px, static or animated, max 70 kb ...	SEK 30.800
<b>Campaign banner 2**</b> 300x250 px, static or animated, max 70 kb ..	SEK 28.000
<b>Giga banner 1</b> 930x250 px, static or animated, max 70 kb .....	SEK 28.000
<b>Giga banner 2</b> 930x250 px, static or animated, max 70 kb .....	SEK 25.300

\* When you buy ad slot no 1 you will also be visible at ad slot no 3, further down on the page  
 \*\* When you buy ad slot no 2 you will also be visible at ad slot no 4, further down on the page

### File types

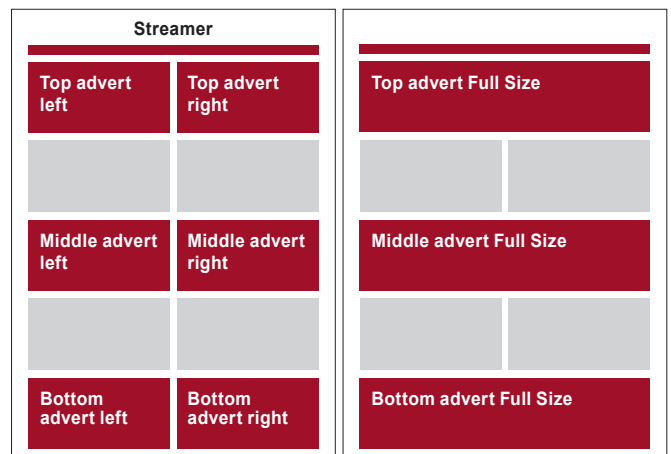
Static jpg, animated gif, Html (zip-file) Script.  
 All banners must be responsive. Animations should keep within 20 seconds.

Sticky banner, corner banner and side banner are only showed on desktop.

### File types

Static jpg, animated gif, Html (zip-file) Script. All banners must be responsive.  
 Animations should keep within 20 seconds.  
 Sticky banner, corner banner and side banner are only showed on desktop.

## Newsletter, prices per day



<b>Streamer</b> 820x28 px .....	SEK 31.400*
<b>Top advert Full Size</b> 820x200 px .....	SEK 25.100
<b>Top advert</b> 400x200 px .....	SEK 13.340
<b>Middle advert Full Size</b> 820x200 px .....	SEK 18.100
<b>Middle advert</b> 400x200 px .....	SEK 9.500
<b>Bottom advert Full Size</b> 820x200 px .....	SEK 12.200
<b>Bottom advert</b> 400x200 px .....	SEK 6.800

\*Price per week

**File types** Jpg, gif or png. Max 50 kb.  
 All banners must be static.

## Membership SEK 18.300/year

Gives you 50% discount on digital advertising, free participation in our events etc.  
 For more info see page 6-9 or email

[maria.eriksson@nordiskemedier.se](mailto:maria.eriksson@nordiskemedier.se)

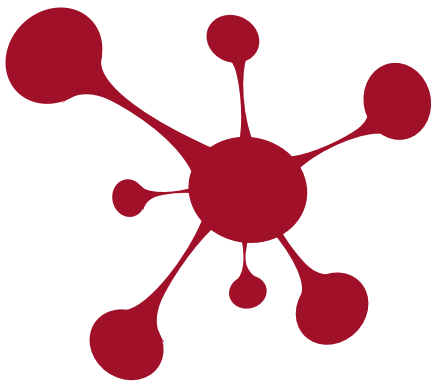
## Find the right people!

Job ad on [lifesciencesweden.se](http://lifesciencesweden.se), in our newsletters and on [lifesciencejob.se](http://lifesciencejob.se)

**SEK 32.500/month**

# 5

**Newsletters/week**  
 (17.000 recipients of the Swedish newsletter + 11.200 recipients of the international newsletter in English)



# THE SWEDISH LIFE SCIENCE INDUSTRY GUIDE

## The Swedish Life Science Industry Guide 2025

The Swedish life science industry is experiencing rapid growth. Collaboration is a prerequisite for the successful development of this sector. This requires presence and knowledge of other players. Large organisations are looking for partnerships with small companies, and vice versa. Academia and industry networks are increasingly closing ties and healthcare is now a given partner.

By presenting your business in The Swedish Life Science Industry Guide you can reach the entire industry and potential partners in a whole year. The 2024 edition is the nineteenth of the order and we know from experience that the wizard used as a Bible when seeking new contacts, services, goods and collaborations.

The Swedish Life Science Industry Guide is distributed by Life Science Sweden – both online searchable with Google and in printed form in the international issue no.1 2024 in English. This issue is distributed at all of Life Science Sweden's 7 annual international partnering-congresses in 2024. It is also published on [lifesciencesweden.se](http://lifesciencesweden.se) with 60,000 page views/month!



## Offer for The Swedish Life Science Industry Guide 2025

### Alt. A

1/3 page in our international issue no.1 in English + a presentation under Industry Guide on [lifesciencesweden.se](http://lifesciencesweden.se) including:

- Your company logo.
- E-mail address and other contact information.
- Picture of CEO with related quotes or company vision.
- A business description where you present your services, products or activities.
- Your choice of one image, linked to your choice of website.
- All texts in the web guide are searchable, making it easy to find your brands, specific services or products.
- The company name is bolded in the listing A-Ö, signaling to readers that additional information about the company is available.

**SEK 22.100**

### Alt. B

Publication of your website address in the INDEX of The Swedish Life Science Industry Guide in issue no. 1 of Life Science Sweden + on [lifesciencesweden.se](http://lifesciencesweden.se)

**SEK 5.500**



[www.lifesciencesweden.se](http://www.lifesciencesweden.se)

# Native Advertisement

## - sponsored articles on the web



### Note!

- ✓ The sponsored text should be relevant to the target group and add a value for the reader.
- ✓ Do not mention your own brand too many times - it reduces credibility.
- ✓ Case and customer interviews are used successfully in native articles.
- ✓ Texts that remain on the website for too long become "dead" surface and are not read.

## Why Native

- ✓ **Native articles are published in an editorial environment**  
They fit into the context and engage readers to access the content. They are easy to share with your target group on social media.
- ✓ **More space to present/advertise products and services**  
than can be achieved by traditional banners.
- ✓ **Natives give readers a good ad experience**  
Native advertisements are sponsored online articles marked "sponsored" as they appear on the website. The content is designed as a natural part of the platform.

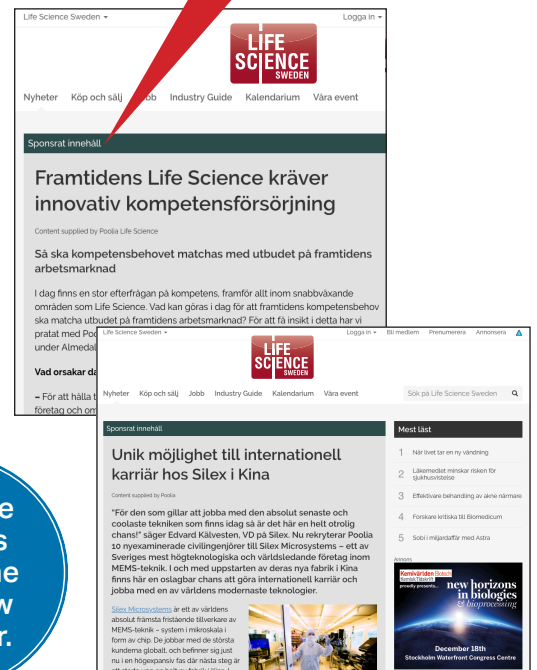
**Price SEK 40.700 for native-article one week on lifesciencesweden.se (60.000 unique page views/month) + in one of our newsletters (17.000 subscribers)**

## Produce Native articles

- ✓ You provide us with up to 2 images of your choice (at least 700x310 pixels).
- ✓ Your choice of providing us with your own text (2.000 characters including spaces) or booking a consultation with one of our native communication experts.

The price includes telephone interview by writer.

Native advertising marked as "Sponsored"

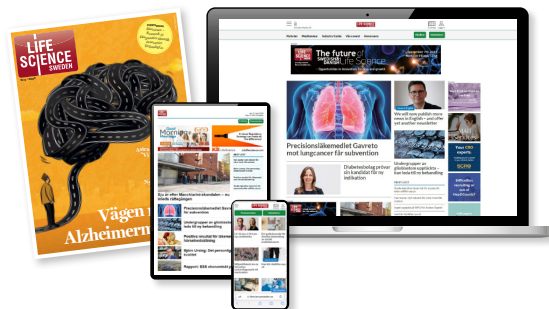


For more information about native articles/advertising and booking contact Maria Eriksson | maria.eriksson@nordiskemedier.se | +46 (0)70 874 18 34



# Become a member of Life Science Sweden!

Become a member of Life Science Sweden and optimize your communication and marketing to researchers and the Nordic life science industry. We are unique since we offer a complete communication platform online, by our magazine and through our 7 annual international partnering-events. As a member your company reaches out directly to your target group and you can establish new contacts within the branch.



## BENEFITS AS A MEMBER

- ✓ Free print and digital subscription of Life Science Sweden
- ✓ Free access to "paywalled articles" on lifesciencesweden.se and in our newsletters
- ✓ Your news directly to your target group in the section "News from Members" on lifesciencesweden.se + in our newsletters (17.000 recipients/week)
- ✓ Inform about events and courses
- ✓ Complete your posts with photos, videos, etc.
- ✓ Increased visibility on lifesciencesweden.se with a complete company profile, link to your website, etc.
- ✓ 50% discount on all web advertising (except for native adverts)
- ✓ 25% discount on all print advertising (including native adverts)
- ✓ 15% discount on all of our event partneringpackages (exhibition slots/speaker slots and delegate packages)
- ✓ Free access to our congresses and events (does not include Pharma Outsourcing for service-providers)

## Member package

- 12 months side banner on web
- 3 middle adverts in newsletter
- 2 bottom adverts in newsletter
- 1 year membership
- Free print and digital subscription of Life Science Sweden
- Free access to locked articles on lifesciencesweden.se and in our newsletters
- Free access to our congresses and events (does not include Pharma Outsourcing for service-providers)

**Member package**  
**SEK 38.400/year**

**Membership SEK 18.300/year**

Meet your next business partner at our events:

**New Updates in  
Drug Formulation  
& Bioavailability**

formulationsbioavailability.com

**The future of  
SWEDISH & DANISH Life Science**

swedishdanishlifescience.se



bioscienceevent.com



labdiagnostics.eu



pharmaoutsourcing.eu

**new horizons**  
*in Biologics & Bioprocessing*  
- INCLUDING ADVANCED THERAPIES

bioprocessing.se

Contact: maria.eriksson@nordiskemedier.se