

MEDIA INFO 2020

lifesciencesweden.se



Together we will get even better!

New Life Science Sweden has had a strong start. We are getting bigger, broader and more relevant. As a subscribed Magazine the merge with Kemivärlden Biotech/Journal of Chemistry & Biotechnology makes our circulation even wider with an audience of 8.000 all over the Nordic countries. We are now covering the new chemistry and molecular biology that is changing our lives more and more and the development of medical treatments, from idea all the tough way through society to the patient.

Editor in Chief
Samuel Lagercrantz
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We cover:

- Politics, authorities and regulation.
- Innovation, R&D, production and marketing.
- Business and everything that makes life science and chemistry to a profit for each patient and society.

This is the people we reach: Procurers, politicians at the county level, drug committees, business management in health care, 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. We reach the companies that need recruitment, advertising, sales companies, contract manufacturers, patents and regulatory, market access and legal advice.

Our Events:

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

June 4th in Stockholm. labdiagnostics.eu

The Future of Swedish & Danish Life Science

September 29th in Lund. swedishdanishlifescience.se

New Updates in Drug Formulation & Bioavailability

September 30th in Copenhagen.

formulationsbioavailability.com

Bioscience – Research through Innovative Technologies

November 10th in Stockholm. bioscienceevent.com

Pharma Outsourcing – Find the right partner

December 10th in Stockholm. pharmaoutsourcing.eu

New Horizons in Biologics & Bioprocessing

December 16th in Stockholm. bioprocessing.se



Business Development
Manager/Founder Events/
Event Managing Director
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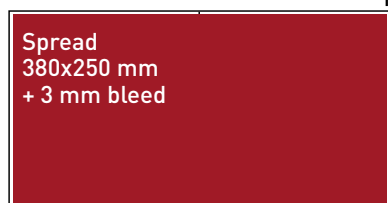
Publishing schedule 2020

ISSUE	PUBLISHING DATE	MATERIAL DATE	TRADE FAIR*/SPECIAL THEME (in addition to standing themes**)
1	Feb 10th	Jan 20th	The Swedish Life Science Industry Guide (special theme section)
2	May 18th	April 24th	Lab & Diagnostics of The Future, June 4th, Stockholm
3	Sept 14th	Aug 24th	"Theme labtech" – special theme section The Future of Swedish & Danish Life Science, Sept 29th, Lund New Updates in Drug Formulation & Bioavailability, Sept 30th, Copenhagen Bioscience – Research through Innovative Technologies, Nov 10th, Stockholm
4	Nov 16th	Oct 26th	Pharma Outsourcing – Find the right partner, Dec 10th, Stockholm – also special theme section in English New Horizons in Biologics & Bioprocessing, Dec 16th, Stockholm

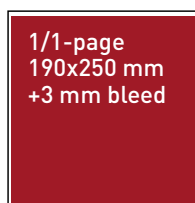
* The magazine will be handed out to all delegates at associated event in addition to the regular subscribers. Hence the circulation is extended with 120-2.000 copies.

** Standing themes in every issue are life science, biotech, chemistry, pharma, medtech, R&D, diagnostics, lab/analysis, production/bioprocessing, regulatory, IP/patents and business.

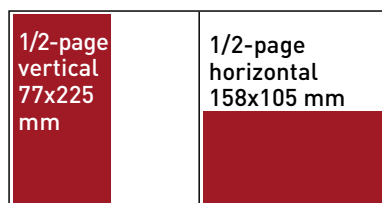
Adverts format & prices



SEK 69.400



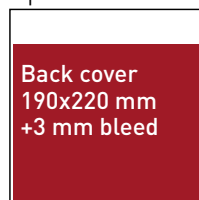
SEK 33.600



SEK 24.900

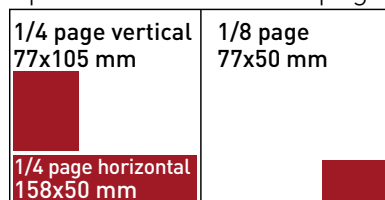
SEK 24.900

Special format cover



SEK 36.100

Special format advert page



SEK 14.500

SEK 14.500

SEK 17.600 page 3 (horizontal format)

SEK 9.200

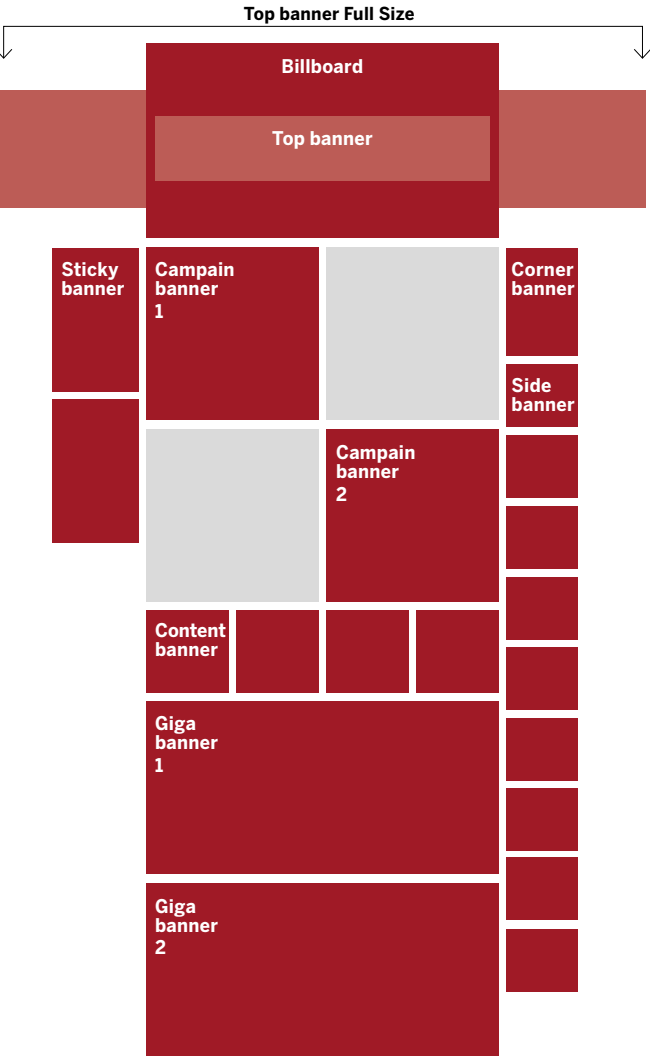
Company presentation in the The Swedish Life Science Industry Guide (see page 4 for more info) SEK 14.500/year

Inserts

Unbound supplement,
max 190x250 mm, max 40 gram
2 pages SEK 26.900
4 pages SEK 30.300
8 pages SEK 34.100

Format & Prices web/newsletter

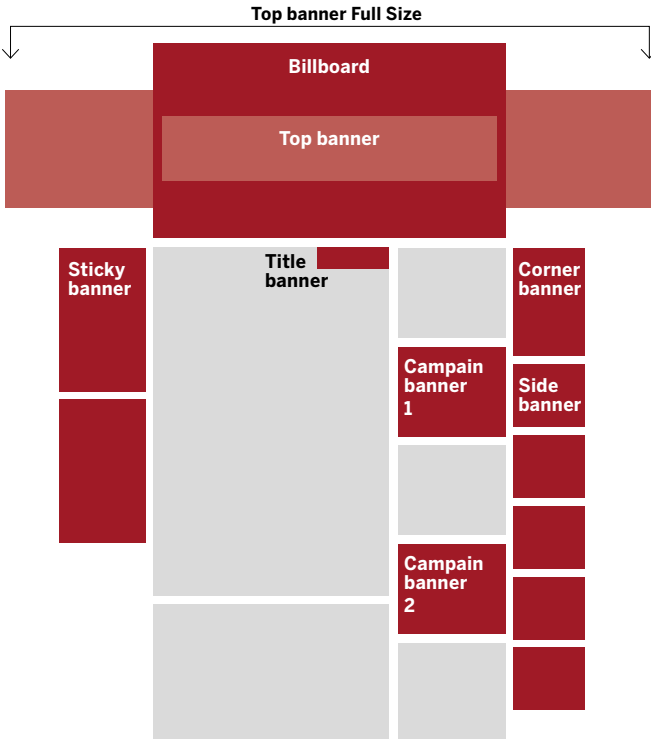
Start page, prices per month



Top banner Full Size 1800x450 px, static, max 250 kb	SEK 59.000
Billboard 980x450 px, static or animated, max 150 kb	SEK 51.000
Top banner 930x180 px, static or animated, max 70 kb	SEK 26.000
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 22.000
Corner banner 200x300 px, static or animated, max 70 kb	SEK 17.000
Side banner 200x175 px, static or animated, max 40 kb	SEK 14.000
Content banner 230x230 px, static, max 55 kb	SEK 9.500
Campaign banner 1 480x480 px, static or animated, max 75 kb	SEK 22.000
Campaign banner 2 480x480 px, static or animated, max 75 kb	SEK 19.000
Giga banner 1 980x480 px, static or animated, max 150 kb	SEK 24.000
Giga banner 2 980x480 px, static or animated, max 150 kb	SEK 16.000

File types
Static jpg, animated gif, Html (zip-file) Script
All banners must be responsive. Animations should keep within 20 seconds.
Design of the ads included in the price.

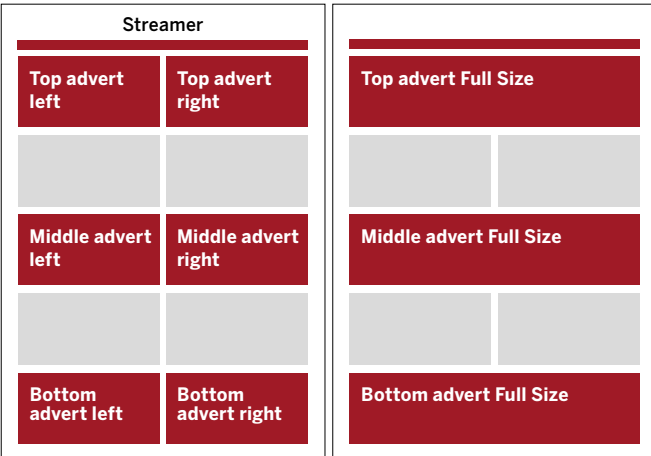
Article page, prices per month



Top banner Full Size 1800x450 px, static, max 250 kb	SEK 59.000
Billboard 980x450 px, static or animated, max 150 kb	SEK 51.000
Top banner 930x180 px, static or animated, max 70 kb	SEK 26.000
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 22.000
Corner banner 200x300 px, static or animated, max 70 kb	SEK 17.000
Side banner 200x175 px, static or animated, max 40 kb	SEK 14.000
Campaign banner 1 300x250 px, static or animated, max 75 kb	SEK 19.500
Campaign banner 2 300x250 px, static or animated, max 75 kb	SEK 16.000
Title banner 200x60 px, static, max 20 kb	SEK 26.000

File types
Static jpg, animated gif, Html (zip-file) Script
All banners must be responsive. Animations should keep within 20 seconds.
Design of the ads included in the price.

Newsletter, prices per day



Streamer 820x28 px	SEK 23.500*
Top advert Full Size 820x200 px	SEK 13.000
Top advert 400x200 px	SEK 7.000
Middle advert Full Size 820x200 px	SEK 10.000
Middle advert 400x200 px	SEK 5.000
Bottom advert Full Size 820x200 px	SEK 8.000
Bottom advert 400x200 px	SEK 4.000

*Price per week
File types Jpg, gif or png. Max 50 kb.
All banners must be static. Design of the ads included in the price.

14.500
recipients
three times
a week

Membership SEK 9.900/year

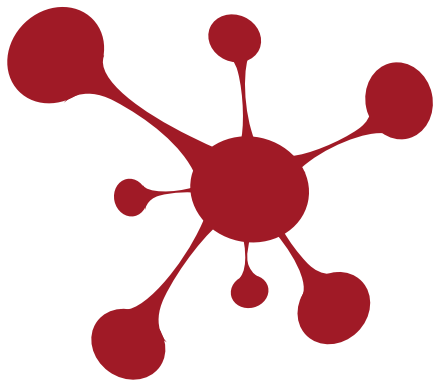
Gives you 50% discount
on digital advertising.

For more info mail to
maria.eriksson@nordiskemedier.se

Find the right people!

Job ad on the web and
in the newsletters
up to 1 month

SEK 17.500



THE SWEDISH LIFE SCIENCE INDUSTRY GUIDE

The Swedish Life Science Industry Guide 2021

Life science in Sweden is an industry experiencing rapid growth. Collaboration is a prerequisite for the successful development of this sector. This requires presence and knowledge of other players. The large companies are looking for partnerships with small and vice versa. Academia and industry networks increasingly close ties and health care 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. 2021 edition of the Swedish Life Science Industry Guide is the seventeenth 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 with Kemivärlden – both online searchable with Google and in printed form in issue no. 1 2021 of Life Science Sweden with Kemivärlden with a circulation of about 9,500 copies. The Guide is distributed at Life Science Sweden with Kemivärlden's event. It is also published on lifesciencesweden.se.



Instructions for participation in the Swedish Life Science Industry Guide 2021

The company presentation includes...

1/3 page in our international issue no. 1 in English (extended circulation of 9.500 copies)

+ a presentation under Industry Guide on lifesciencesweden.se. These include:

- 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.
- Any picture can be on a product or something else, this is then linked to your website.
- All text information in web guide is searchable, making it easy to find your marks, specific services or products.
- The company name is bolded in the listing A-Ö so that visitors understand that there is more data to read about the company.

All this for only SEK 15.500



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 stay too long on the website become dead surface and is not read.

Why Native

- ✓ **Native articles are published in an editorial environment**
They fit into the context and engages readers to access the content. The native article is easily shared on social media to the target group.
- ✓ **More space to describe products and services**
than traditional banners can achieve.
- ✓ **Native give readers a good ad experience**
Native advertising is sponsored text on the web that is marked "sponsored" as it appears on website. The content is designed as if it's a natural part of the platform.

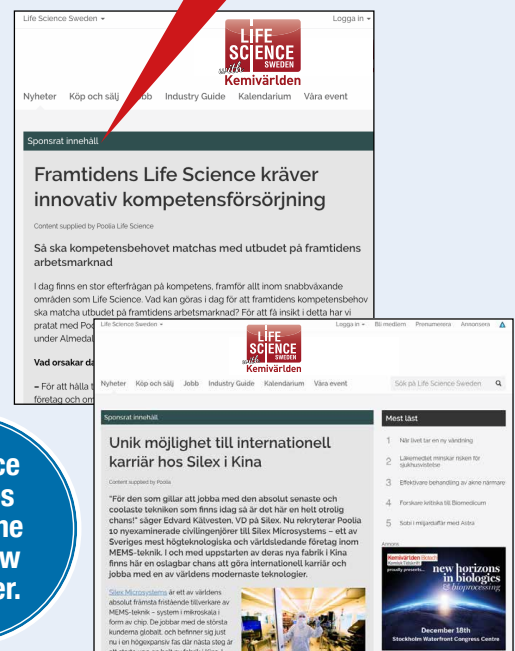
**Price SEK 30.000 for one week on
lifesciencesweden.se (30.000 visitors/week)
+ in one of our newsletters (14.500 subscribers)**

Produce Native articles

- ✓ As an advertiser you provide us with facts and images.
- ✓ Experts in native communication write and design your advertisement to help you create a complete concept.
- ✓ Images should be at least 700x310 pixels.

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

**Native advertising
marked as "Sponsored"**



**The price
includes
telephone
interview
by writer.**



www.lifesciencesweden.se

Become a member of Life Science Sweden with Kemivärlden

As a member your company reach out directly to your target group and you can establish new contacts within the branch.

Benefits as a member

- ✓ Log-in to all the functions on the portal
- ✓ Increased visibility on lifesciencesweden.se with a complete company profile, link to your website, etc
- ✓ Your news directly to your target group in the section "News from Members" on lifesciencesweden.se and in our newsletters
- ✓ Inform about events and courses
- ✓ 50% discount on all web advertising including 50% on job ads
- ✓ Complete your posts with photos, videos, etc.
- ✓ Free posts of ads on machines, products and services under the heading "Buy and Sell"



Membership SEK 9.900/year

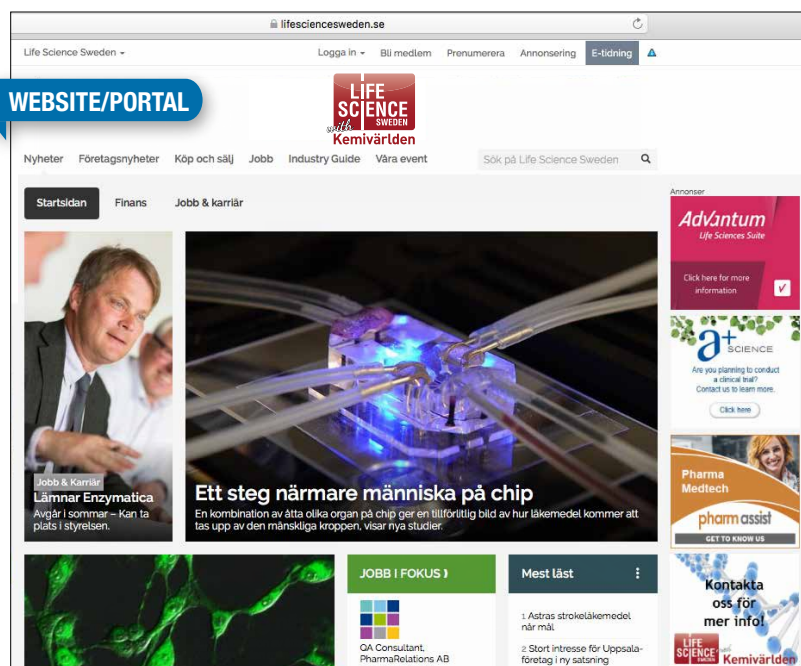
NEWS FROM THE EDITORS



NEWSLETTER
- the industry's news by mail

MEMBERSHIP

BUSINESS PORTAL - Advertising, company news etc.



Medlemspanel / Era nyheter / Publicera nyhet

Publicera nyhet

Data

Kontaktperson (Valfr)

Välj den person i ditt företag som ska fungera som kontaktperson. Personen kommer bland annat att få nyhet. Om den önskade personen inte finns med på listan måste du först lägga till den i din adresslista. Klicka på "Lägg till" för att göra detta.

Inlägg

Publicerad

2018-09-13 (ÅÅÅÅ-mm-dd)

Kategori

☐ Bra att veta
☐ Energibesparingar
☐ Eventering
☐ Maskiner
☐ Nya butiker
☐ Nytt om namn
☐ Produktnyheter
☐ Projekt
☐ Övriga nyheter

Filer

Tips: Inlägg med bilder ses i genomskott mer än dubbelt så många gånger som inlägg utan bilder.

Template

Bilder (Valfr)

Välj fil: Ingen fil vald
JPG, PNG, GIF... Max 5 mb per fil.
Du kan ladda upp max 20 bilder.

Kataloger mm. (Valfr)

Välj fil: Ingen fil vald
PDF, DOC, ZIP... Max 10 mb per fil.
Du kan ladda upp max 5 kataloger.

Video (Valfr)

http://
Ange länken till en YouTube/Vimeo video som villas tillsammans med ditt inlägg.

Text

Överskrift

Resumé

Beskrivning

Medlemspanel / Era nyheter

Era nyheter

Publicera nyhet

Överskrift	Publicerad	Antal klick	Portal	
Constructor lanserar appen RackCheck	2018-sep-12	113	Metal Supply SE Food Supply SE Building Supply SE Entreprenad Verkstäderna	Redigera Ta bort
Plockstationer & Lean Ställage TRILLOG	2018-jun-15	909	Metal Supply SE Food Supply SE Building Supply SE Entreprenad Verkstäderna	Redigera Ta bort
Nytt namn förstärker positionen som ledande förvaringsproducent	2018-mar-19	814	Metal Supply SE Food Supply SE Building Supply SE Entreprenad Verkstäderna	Redigera Ta bort
Automatisering för E-handel	2018-mar-15	1981	Metal Supply SE Food Supply SE Building Supply SE Entreprenad Verkstäderna	Redigera Ta bort
Begagnad IPN Paternoster till salu			Verkstäderna	
El-teknik och TENNIKER	2018-feb-07	2866	Metal Supply SE Food Supply SE Building Supply SE Entreprenad Verkstäderna	Redigera Ta bort

See the number of views

Your possibilities

General information



You have the possibility to appear with banners on the portal and with ads in our newsletter sent to decision makers in the industry.

Our site is responsive and banners adapt to the screen they are displayed on. Html and script banners should be adapted to responsive viewing.

Design of the ads are included in the price.

Banners and adverts are linked to your homepage. If you want another link, attach it when you send your material.

Member package

12 months side banner on web

1 top advert in newsletter

2 middle adverts in newsletter

2 bottom adverts in newsletter

1 year membership

SEK 24.000

All banners are sharing their spot with up to three others, except title banner and content banner that are alone and sticky banner that are sharing their spot with up to two others. Rotation is executed after page reload.

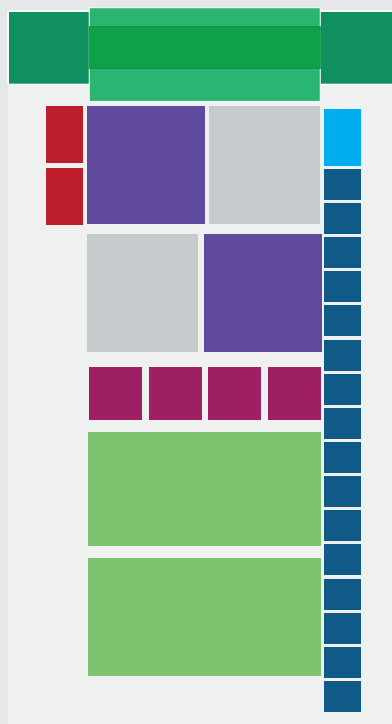
Animated banners:

Animations should keep within 20 seconds.

File types: Static: jpg - Animated: gif, Html (zip-file), Script

ADVERTISING ON THE WEBSITE

Front page



Top banner
930x180 px



Billboard
980x540 px



Top banner Full Size
1800x450 px



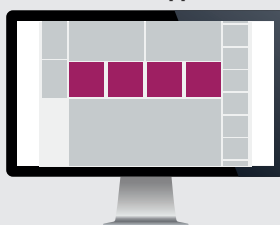
Sticky banner
240x400 pp



Corner banner
200x300 px



Side banner
200x175 px



Content banner - Front page
230x230 px



Campaign banner - Front page
480x480 px



Campaign banner - Front page
480x480 px

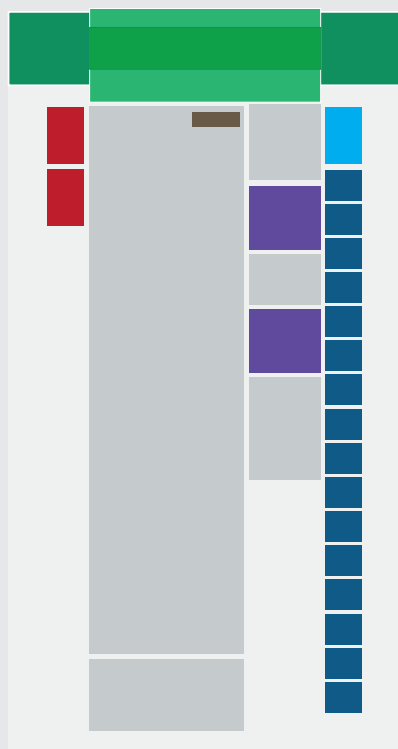


Giga banner - Front page
980x480 px



Giga banner - Front page
980x480 px

Article page



Top banner
930x180 px



Billboard
980x540 px



Top banner Full Size
1800x450 px



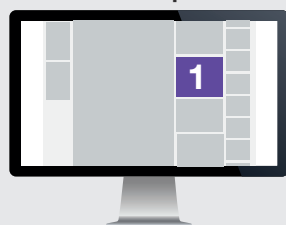
Sticky banner
240x400 px



Corner banner
200x300 px



Side banner
200x175 px



Campaign banner
Article page
300x250 px



Campaign banner
Article page
300x250 px



Title banner
Article page
200x60 px

* Sticky, corner banner and side banner are only readable on desktop.

Banner specifications

Prices for members per month.

Prices for non-members are twice that.

Top banner

Static or animated, max 70 Kb

Article page **SEK 13.000**

Front page + all other pages **SEK 13.000**

Billboard

Static or animated, max 150 Kb

Article page **SEK 25.500**

Front page + all other pages **SEK 25.500**

Top banner Full Size

Static, max 250 Kb

Article page **SEK 29.500**

Front page + all other pages **SEK 29.500**

Sticky banner

Static or animated, max 90 Kb

Article page **SEK 11.000**

Front page + all other pages **SEK 11.000**

Corner banner

Static or animated, max 70 Kb.

Article page **SEK 8.500**

Front page + all other pages **SEK 8.500**

Side banner

Static or animated, max 40 Kb

Article page **SEK 7.000**

Front page + all other pages **SEK 7.000**

Content banner – Front page

Static, max 55 Kb

Front page **SEK 4.750**

Campaign banner pos 1

Static or animated, max 75 Kb

Front page 480x480 px **SEK 11.000**

Article page 300x250 px **SEK 9.750**

Campaign banner pos 2

Static or animated, max 75 Kb

Front page 480x480 px **SEK 8.000**

Article page 300x250 px **SEK 6.000**

Giga banner pos 1

Static or animated, max 150 Kb

Front page **SEK 12.000**

Giga banner pos 2

Static or animated, max 150 Kb

Front page **SEK 8.000**

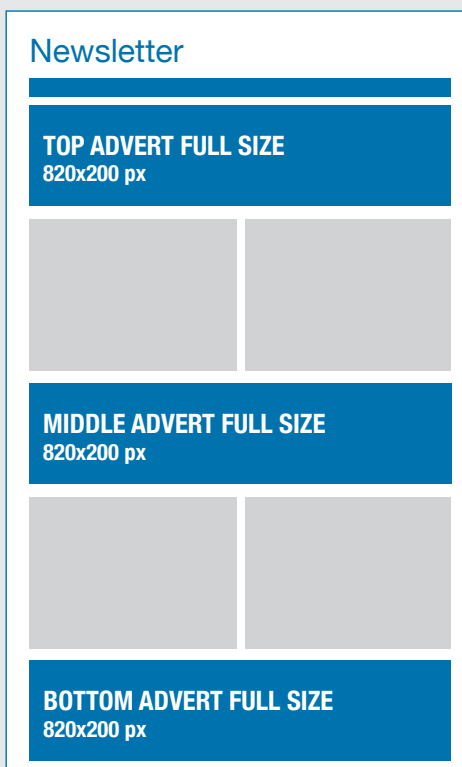
Title banner – Article page

Static, max 20 Kb

Article page **SEK 13.000**

ADVERTISING IN THE NEWSLETTER

The newsletter is sent by mail and contains relevant industry news.



**14.500 recipients
of the newsletter
3 times a week!**

Sponsored article
SEK 30.000/week

Native advertisement
(sponsored article) will be
published in one newsletter
the booked week.

Streamer

Price per week **SEK 11.750**

Top advert

Price per mailing **SEK 3.500**

Top advert Full size

Price per mailing **SEK 6.500**

Middle advert

Price per mailing **SEK 2.500**

Middle advert Full size

Price per mailing **SEK 5.000**

Bottom advert

Price per mailing **SEK 2.000**

Bottom advert Full size

Price per mailing **SEK 4.000**

Material: Static advert

File types: Jpg, gif or png

Size: Max 50 kb

Prices for members.

Prices for non-members are twice that.

New Life Science Sweden has had a strong start. We are getting bigger, broader and more relevant. As a subscribed Magazine the merge with Kemivärlden Biotech/Journal of Chemistry & Biotechnology makes our circulation even wider with an audience of 8.300 all over the Nordic countries.

We are now covering development of Medical treatments, from idea all the tough way through society to the patient.

We cover

- Politics, authorities and regulation.
- Innovation, R&D, production and marketing.
- Business and everything that makes life science to a profit for each patient.

Target group

Procurers, politicians at the county level, drug committees, business management in health care, university and university researchers/biomedical scientists, lab managers, biomedical analysts, chemists/chemical engineers, decision makers in the biotech, pharmaceutical and chemical industry and members of SwedenBIO and SwedNanoTech. We reach the companies that need recruitment, advertising, sales companies, contract manufacturers, patents and regulatory, market access and legal advice.