



LEADING IN NEWS AND EVENTS

# MEDIA INFO 2023

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



# Leading in news and events

Our magazine **Life Science Sweden** was founded 21 years ago and is the leading and most well-known life science magazine in the Nordics. We are an independent news provider that covers research, science and the 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 four times each year and [lifesciencesweden.se](http://lifesciencesweden.se) is updated several times every day 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. 6 annual international **partnering congresses** including exhibitions and 1-2-1 partnering
2. Magazine **Life Science Sweden** (3 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 16.200 recipients + 1 **newsletter biweekly in English** to 10.600 recipients respectively)
4. News Portal [lifesciencesweden.se](http://lifesciencesweden.se) (up to 60.000 unique page views/month)
5. **Membership**
6. Podcast "**Life Science-podden**" with more than 2.000 listeners 4 times/year including one exclusive sponsor opportunity per episode



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**These are the people we reach:** Procurers, politicians at the regional level, drug committees, business management in health care, university and university researchers/biomedical scientists, lab managers, biomedical analysts, chemists/chemical engineers, VCs/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 2023:

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

April 12th, Stockholm. [labdiagnostics.eu](http://labdiagnostics.eu)

### New Updates in Drug Formulation & Bioavailability

September 6th, Copenhagen

[formulationsbioavailability.com](http://formulationsbioavailability.com)

### The Future of Swedish & Danish Life Science

September 7th, Lund. [swedishdanishlifescience.se](http://swedishdanishlifescience.se)

### Bioscience – Research & Diagnostics through Innovative Technologies

November 8th, Stockholm. [bioscienceevent.com](http://bioscienceevent.com)

### Pharma Outsourcing – Find the right partner

December 5th, Stockholm. [pharmaoutsourcing.eu](http://pharmaoutsourcing.eu)

### New Horizons in Biologics & Bioprocessing

December 14th, Stockholm. [bioprocessing.se](http://bioprocessing.se)



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Event Managing Director  
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## Publishing schedule 2023

ISSUE	PUBLISHING DATE	MATERIAL DATE	CONGRESSES*/SPECIAL THEMES
1	Feb 28th	Feb 7th	<b>International issue in English including The Swedish Life Science Industry Guide</b> Lab & Diagnostics of the Future, April 12th, Stockholm
2	May 16th	April 24th	<b>New Updates in Drug Formulation &amp; Bioavailability</b> , Sept 6th, Copenhagen <b>The Future of Swedish &amp; Danish Life Science</b> , Sept 7th, Lund
3	Sept 15th	Aug 25th	<b>Bioscience – Research &amp; Diagnostics through Innovative Technologies</b> , Nov 8th, Stockholm <b>Pharma Outsourcing – Find the right partner</b> , Dec 5th, Stockholm
4	Dec 12th	Nov 21st	<b>New Horizons in Biologics &amp; Bioprocessing</b> , Dec 14th, Stockholm

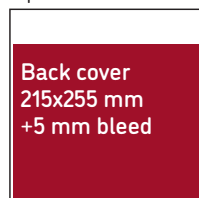
\* The magazine will be handed out to all delegates at associated event in addition to the regular subscribers. Hence the circulation is extended with 120-2.000 copies.

## Adverts and advertorials format and prices

<b>Spread</b> 430x285 mm + 5 mm bleed SEK 79.800	<b>1/1-page</b> 215x285 mm +5 mm bleed SEK 44.400	<b>1/2-page vertical</b> 90x246 mm SEK 32.100	<b>1/2-page horizontal</b> 185x123 mm SEK 32.100
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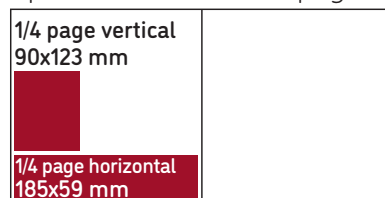


### Special format cover



SEK 47.100

### Special format advert page



SEK 18.800

SEK 18.800

SEK 20.800 page 3 (horizontal format)

**Company presentation in The Swedish Life Science Industry Guide (see page 4 for more info)** SEK 18.900/year

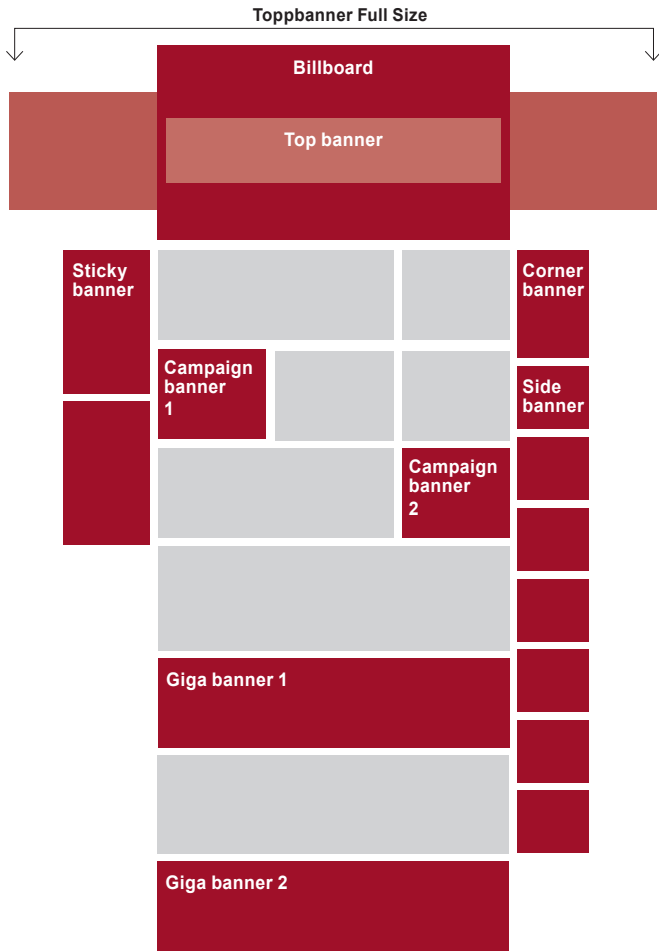
### Inserts

Unbound supplement,  
max 205x280 mm, max 40 gram  
2 pages SEK 37.730  
4 pages SEK 41.030  
8 pages SEK 44.990

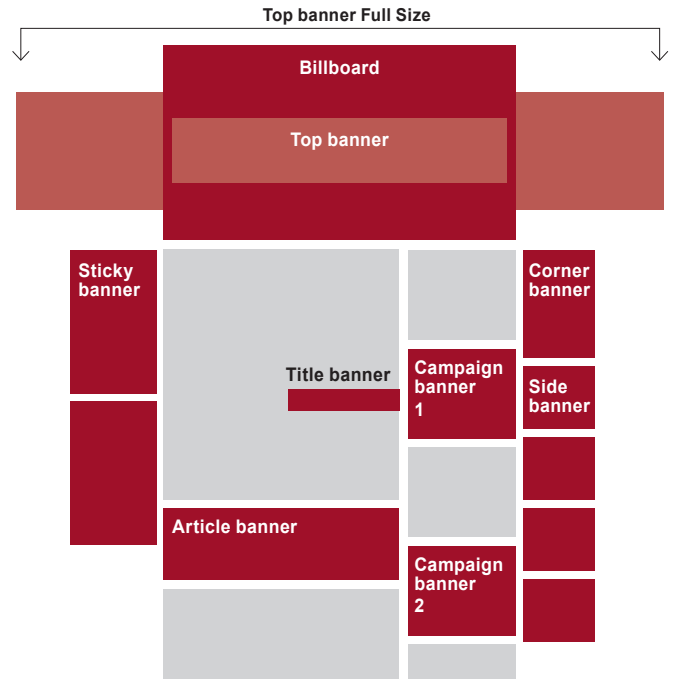


# Format & Prices web/newsletter

Start page, prices per month



Article page, prices per month



- Top banner Full Size** 1800x450 px, static, max 250 kb ..... SEK 67.800
- Billboard** 980x540 px, static or animated, max 150 kb ..... SEK 58.600
- Top banner** 930x180 px, static or animated, max 70 kb ..... SEK 36.800
- Sticky banner** 240x400 px, static or animated, max 90 kb ..... SEK 29.900
- Corner banner** 200x300 px, static or animated, max 70 kb ..... SEK 23.000
- Side banner** 200x175 px, static or animated, max 40 kb ..... SEK 21.900
- Campaign banner 1** 300x250 px, static or animated, max 75 kb ..... SEK 26.400
- Campaign banner 2** 300x250 px, static or animated, max 75 kb ..... SEK 24.100
- Title banner** 300x60 px, static max 20 kb ..... SEK 21.700
- Article banner** 660x200 px, static or animated, max 100 kb ..... SEK 21.700

- Top banner Full Size** 1800x450 px, static, max 250 kb ..... SEK 67.800
- Billboard** 980x540 px, static or animated, max 150 kb ..... SEK 58.600
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- Side banner** 200x175 px, static or animated, max 40 kb ..... SEK 21.900
- Campaign banner 1\*** 300x250 px, static or animated, max 70 kb ... SEK 26.400
- Campaign banner 2\*\*** 300x250 px, static or animated, max 70 kb .. SEK 24.100
- Giga banner 1** 930x250 px, static or animated, max 70 kb ..... SEK 24.100
- Giga banner 2** 930x250 px, static or animated, max 70 kb ..... SEK 21.700

\* 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.  
 Ad design is included in the price  
 (one proof, then SEK 1.000 per started hour).

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

**Membership**  
**SEK 15.800/year**

Gives you 50% discount on digital advertising etc.

For more info email:

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

**Find the right people!**

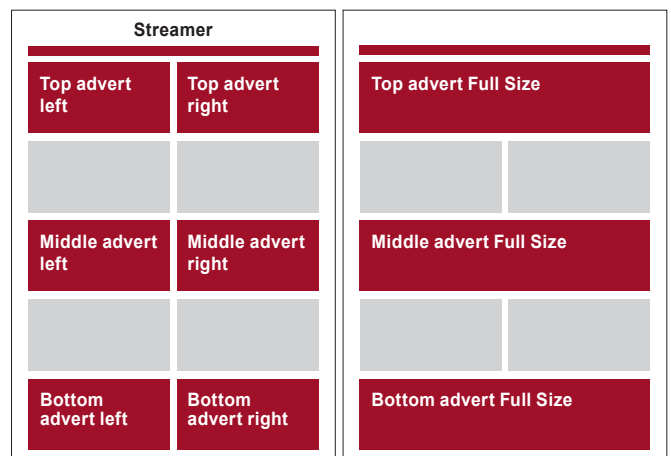
Job ad online and in newsletters for up to 1 month

**SEK 22.900**

### File types

Static jpg, animated gif, Html (zip-file) Script. All banners must be responsive. Animations should keep within 20 seconds. Ad design is included in the price (one proof, then SEK 1.000 per started hour)  
 Sticky banner, corner banner and side banner are only showed on desktop.

### Newsletter, prices per day

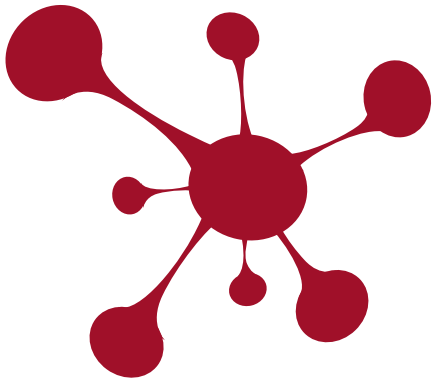


- Streamer** 820x28 px ..... SEK 27.000\*
- Top advert Full Size** 820x200 px ..... SEK 20.700
- Top advert** 400x200 px ..... SEK 10.900
- Middle advert Full Size** 820x200 px ..... SEK 14.900
- Middle advert** 400x200 px ..... SEK 8.100
- Bottom advert Full Size** 820x200 px ..... SEK 11.500
- Bottom advert** 400x200 px ..... SEK 6.400

\*Price per week

**File types** Jpg, gif or png. Max 50 kb.  
 All banners must be static. Ad design is included in the price (one proof, then SEK 1.000 per started hour)

**5**  
**Newsletters/week**  
 (16.200 recipients of the Swedish newsletter + 10.600 recipients of the international newsletter in English)



## The Swedish Life Science Industry Guide 2023

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 for a whole year. The 2023 edition is the eighteenth 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 2023 in English. This issue is distributed at all of Life Science Sweden's 6 annual international partnering-congresses in 2023. It is also published on [lifesciencesweden.se](http://lifesciencesweden.se) with around 60,000 page views/week!

# THE SWEDISH LIFE SCIENCE INDUSTRY GUIDE



## Instructions for participation in the Swedish Life Science Industry Guide 2023

The company presentation includes...

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 marks, specific services or products.
- The company name is bolded in the listing A-Ö, signalling to readers that additional information about the company is available.

**All this for only SEK 18.900**



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