



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 6 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 locked 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 (16.200 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-articles)
- ✓ 25% discount on all print advertising (including native-articles)
- ✓ 15% discount on all of our event partnering-packages (exhibiting-slots/speaking-slots and delegate packages)
- ✓ Free access to our congresses and events (does not include Pharma Outsourcing for service-providers)

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

Meet your next  
business partner  
at our events:

**New Updates** in  
Drug Formulation  
& Bioavailability

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

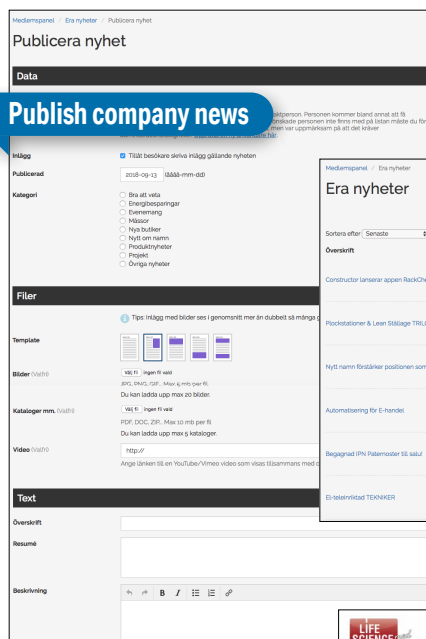
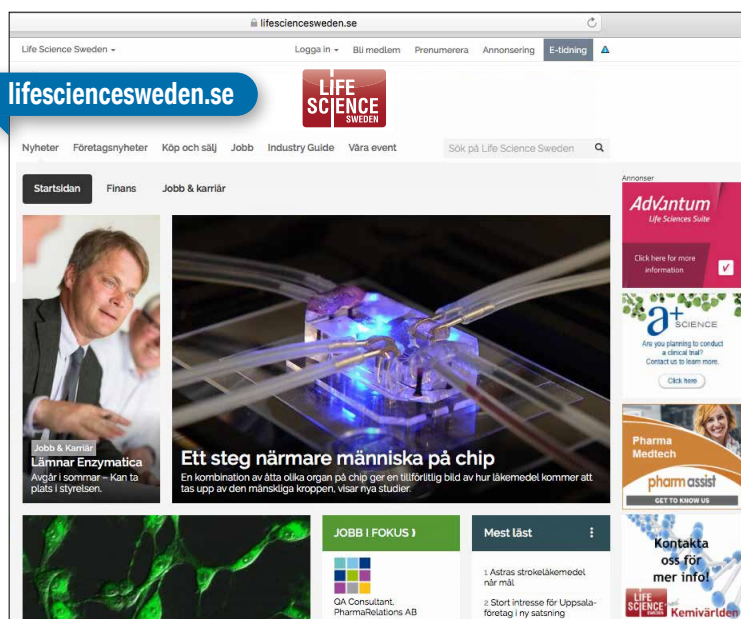


**Lab & Diagnostics**  
OF THE FUTURE

**Pharma Outsourcing**  
Find the right partner

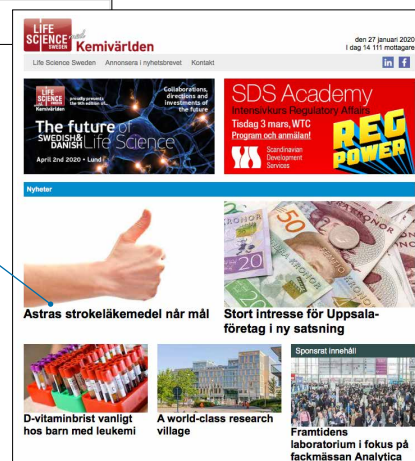
**new horizons**  
in biologics  
& bioprocessing

# MEMBERSHIP



**See the number of views**

## NEWS FROM THE EDITORS



**NEWSLETTER**  
- the industry's news by mail

## 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 (one proof, then SEK 1.000 per started hour)

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

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)

**SEK 33.000**

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:

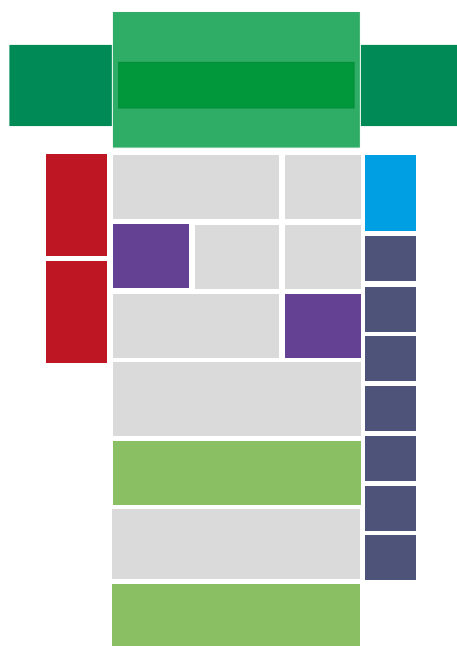
Animations should keep within 20 seconds.

**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



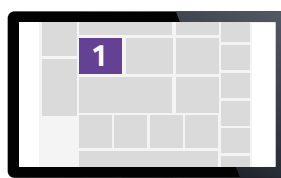
**Sticky banner**  
240x400 ppx



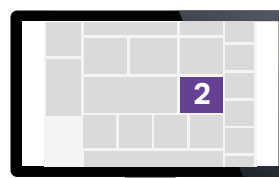
**Corner banner**  
200x300 px



**Side banner**  
200x175 px



**Campaign banner 1\***  
- Front page 300x250 px



**Campaign banner 2\*\***  
- Front page 300x250 px



**Giga banner - Front page**  
930x250 px

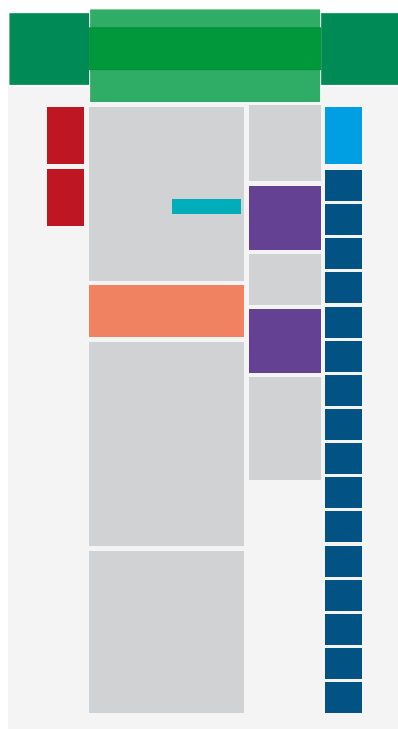


**Giga banner - Front page**  
930x250 px

\* 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

## Article page



**Top banner**  
930x180 px



**Billboard**  
980x540 px



**Top banner Full Size**  
1800x450 px



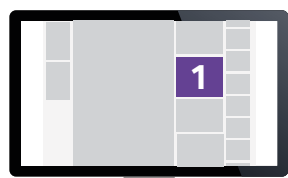
**Sticky banner**  
240x400 px



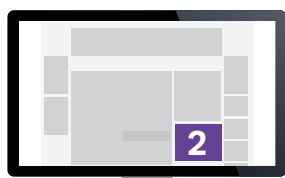
**Corner banner**  
200x300 px



**Side banner**  
200x175 px



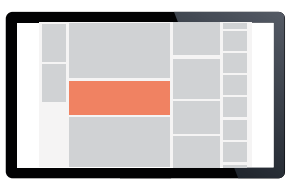
**Campaign banner**  
300x250 px



**Campaign banner**  
300x250 px



**Title banner**  
300x60 px



**Article banner**  
660x200 px

## 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 18.400**

Front page + all other pages **SEK 18.400**

### Billboard

Static or animated, max 150 Kb

Article page **SEK 29.300**

Front page + all other pages **SEK 29.300**

### Top banner Full Size

Static, max 250 Kb

Article page **SEK 33.900**

Front page + all other pages **SEK 33.900**

### Sticky banner

Static or animated, max 90 Kb

Article page **SEK 14.950**

Front page + all other pages **SEK 14.950**

### Corner banner

Static or animated, max 70 Kb.

Article page **SEK 11.500**

Front page + all other pages **SEK 11.500**

### Side banner

Static or animated, max 40 Kb

Article page **SEK 10.950**

Front page + all other pages **SEK 10.950**

### Campaign banner pos 1

Static or animated, max 75 Kb

Front page **SEK 13.200**

Article page **SEK 13.200**

### Campaign banner pos 2

Static or animated, max 75 Kb

Front page **SEK 12.050**

Article page **SEK 12.050**

### Giga banner pos 1

Static or animated, max 70 Kb

Front page **SEK 12.050**

### Giga banner pos 2

Static or animated, max 70 Kb

Front page **SEK 10.850**

### Title banner – Article page

Static, max 20 Kb

Article page **SEK 10.850**

### Article banner – Article page

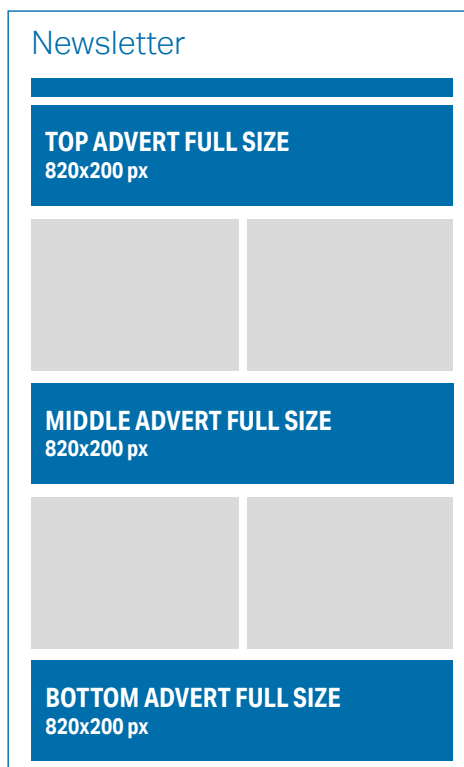
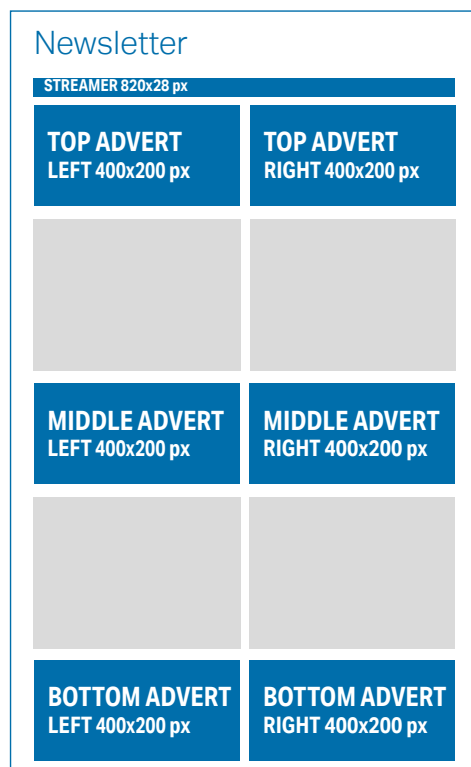
Static or animated, max 100 Kb

Article page **SEK 10.850**

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

# ADVERTISING IN THE NEWSLETTER

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



## 5 Newsletters/week

(16.200 recipients of the Swedish newsletter + 10.600 recipients of the international newsletter in English)

## Sponsored article

SEK 34.000/week

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

### Streamer

Price per week **SEK 13.500**

### Top advert

Price per mailing **SEK 5.450**

### Top advert Full size

Price per mailing **SEK 10.350**

### Middle advert

Price per mailing **SEK 4.050**

### Middle advert Full size

Price per mailing **SEK 7.450**

### Bottom advert

Price per mailing **SEK 3.200**

### Bottom advert Full size

Price per mailing **SEK 5.750**

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 all over the Nordic countries. We are 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. We reach the companies that need recruitment, advertising, sales companies, contract manufacturers, patents and regulatory, market access and legal advice.