



*Now as
magazine!*



Media Info 2017

Welcome to Life Science Sweden!

Life Science Sweden is back, now with a greater focus on how medical treatments access the market and be received by the community. We are getting closer to the patient.

We are covering:

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



Hanna Brodda, Editor-in-Chief

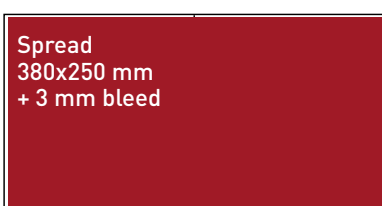
Target group

Procurers, politicians at the county level, operations management in health care, academia and policy makers within the industry (biotech and pharmaceutical companies).

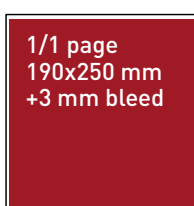
Publishing schedule 2017

ISSUE	PUBLISHING DATE	MATERIAL DATE	THEME
1	Feb 16	Jan 24	Contains Industry guide
2	May 18	April 24	Almedalen
3	Sept 14	Aug 22	
4	Nov 16	Oct 24	

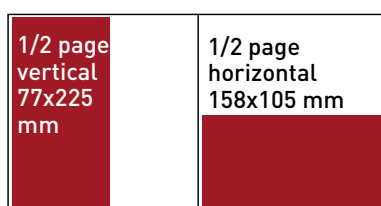
Adverts format & prices



SEK 56.100



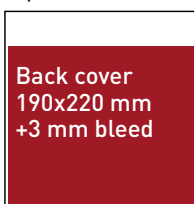
SEK 28.900



SEK 19.500

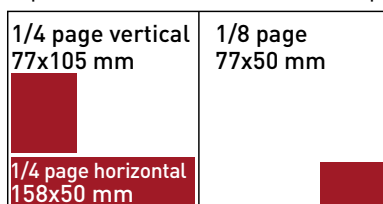
SEK 19.500

Special format cover



SEK 32.000

Special format advert page



SEK 9.900
SEK 14.500 Page 3

SEK 7.500

Industry Guide
SEK 12.500/year

Inserting
Max 20 gram SEK 24.000

Editor-in-Chief

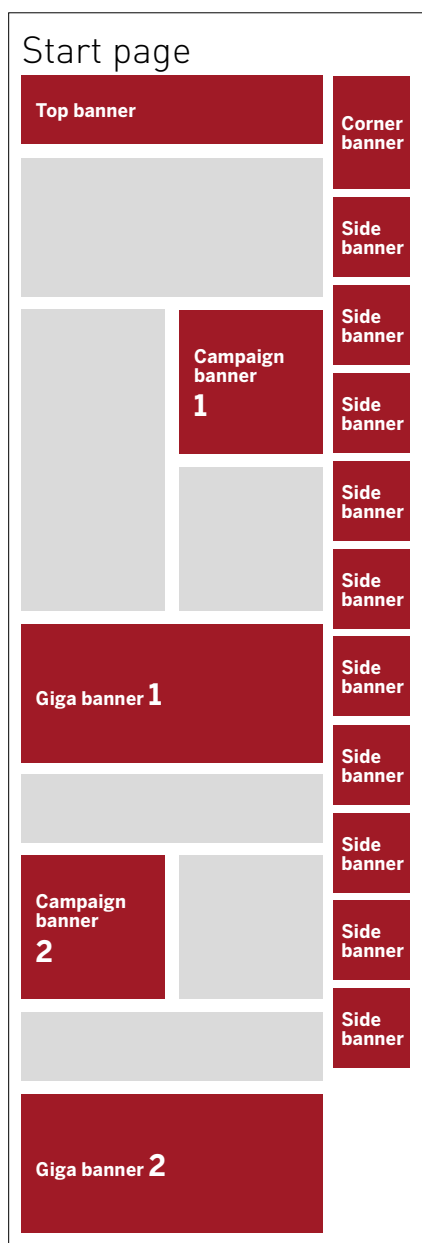
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Format & Prices web/newsletter

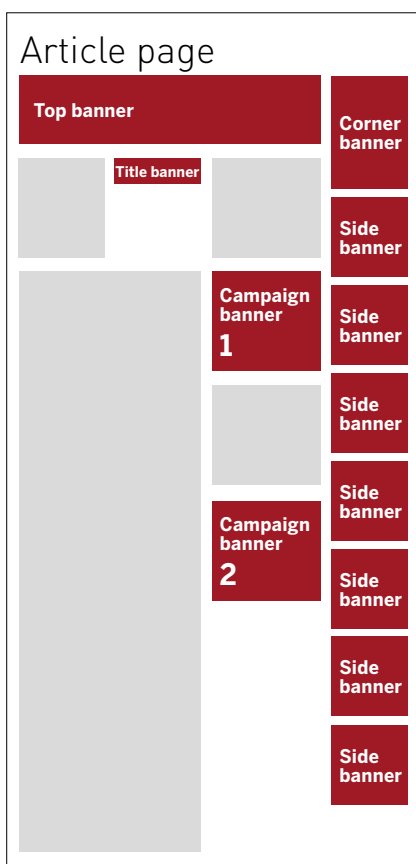


Top banner 930x180 pxSEK 12.000 / month
 Corner banner 150x300 px SEK 6.500 / month
 Side banner 150x175 px SEK 2.000 / month
 Campaign banner 1 480x480px SEK 9.500 / month
 Campaign banner 2 480x480px SEK 8.500 / month
 Giga banner 1 980x480 pxSEK 12.000 / month
 Giga banner 2 980x480 px SEK 8.500 / month

File types

Static jpg, max 75 kb
 Animated gif, max 75 kb
 Html (zip-file)
 Script

All banners must be responsive.
 Animations should keep within 20 seconds.
 Design of the ads included in the price.

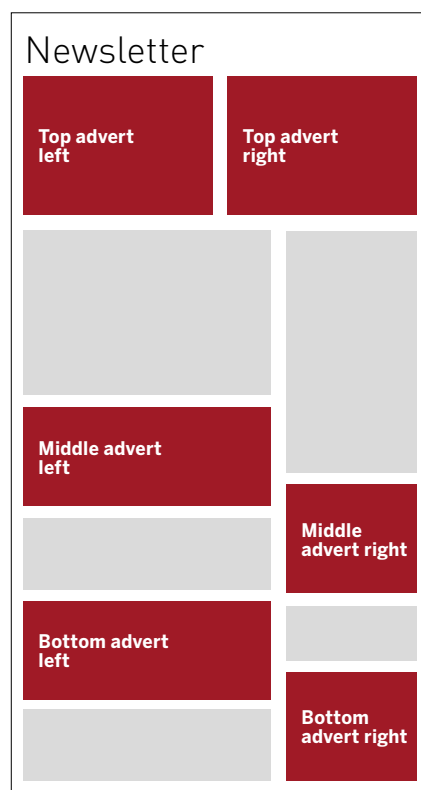


Top banner 930x180 pxSEK 12.000 / month
 Corner banner 150x300 px SEK 6.500 / month
 Side banner 150x175 px SEK 2.000 / month
 Title banner, static 200x60 px SEK 13.000 / month
 Campaign banner 1 300x250 px. SEK 7.750 / month
 Campaign banner 2 300x250 px. SEK 6.000 / month

File types

Static jpg, max 75 kb
 Animated, max 75 kb
 Html (zip-file)
 Script

All banners must be responsive.
 Animations should keep within 20 seconds.
 Design of the ads included in the price.



Top advert left 400x200 px SEK 3.000 / day
 Top advert right 400x200 px SEK 3.000 / day
 Middle advert left 490x147 px SEK 2.000 / day
 Middle advert right 310x235 px SEK 2.000 / day
 Bottom advert left 490x147 px SEK 1.500 / day
 Bottom advert right 310x235 px SEK 1.500 / day

File types

Static jpg, gif or png.

All banners must be static.
 Design of the ads included in the price.

*Reach 10 000
 visitors per week*

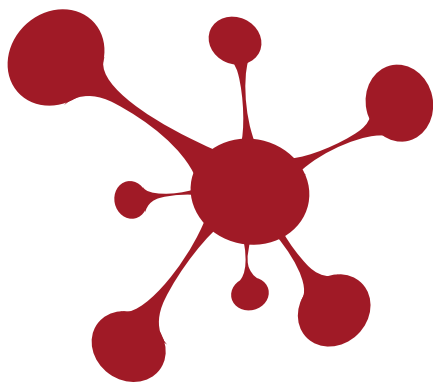
Membership SEK 6.800/year

All ad prices are up prices.
 Prices for non-members is
 twice that. Contact us for
 more information.

Events

To meet in real life is becoming increasingly important, the more we become digital.

■ Meet us in Almedalen 2017.



THE SWEDISH LIFE SCIENCE INDUSTRY GUIDE

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. 2017 edition of the Swedish Life Science Industry Guide is the fifteenth of the order and we know from experience that the wizard used as a Bible when seeking new contacts, services, goods and collaborations.

Swedish Life Science Industry Guide is distributed by Life Science Sweden, both online searchable with Google and in printed form in edition 1 in 2017 by the magazine Life Science Sweden with a circulation of about 8,000 copies. The Guide is distributed in addition to all Life Science Sweden's event. It is also linked to the lifesciencesweden.se, and in our newsletter.



Instructions for participation in the Swedish Life Science Industry Guide 2017

In the presentation model 1/3 page includes:

- 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.
- Your company will be listed in the right column on lifesciencesweden.se where all companies with business presentation presented "rolling" during one year.

All this for only SEK 12 500.

For more information contact:

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