



LEADING IN NEWS AND EVENTS

# MEDIA INFO 2024

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

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



# 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**  
+46 (0)79-337 19 60, [samuel.lagercrantz@nordiskemedier.se](mailto:samuel.lagercrantz@nordiskemedier.se)

**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 2024:

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

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

May 28<sup>th</sup>, Copenhagen. [bioprocessing.se](http://bioprocessing.se)

### New Updates in Drug Formulation & Bioavailability

August 28<sup>th</sup>, Copenhagen  
[formulationsbioavailability.com](http://formulationsbioavailability.com)

### The Future of Swedish & Danish Life Science

August 29<sup>th</sup>, Lund. [swedishdanishlifescience.se](http://swedishdanishlifescience.se)

### Bioscience – Research & Diagnostics through Innovative Technologies

November 7<sup>th</sup>, Stockholm. [bioscienceevent.com](http://bioscienceevent.com)

### Pharma Outsourcing – Find the right partner

December 3<sup>rd</sup>, Stockholm. [pharmaoutsourcing.eu](http://pharmaoutsourcing.eu)

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

December 12<sup>th</sup>, Stockholm. [bioprocessing.se](http://bioprocessing.se)



Business Development Manager,  
Director and Founder of  
Life Science Sweden's events  
**Maria Eriksson**

+46 (0)70-874 18 34

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

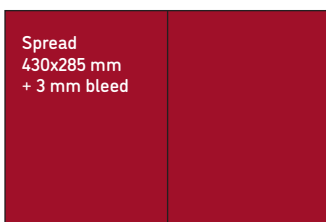


## Publishing schedule 2024

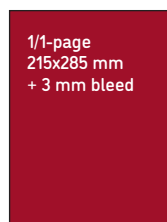
| Issue           | Publishing date       | Material date          | Congresses*/Special Themes  |
|-----------------|-----------------------|------------------------|---|
| 1               | Feb 29 <sup>th</sup>  | Feb 8 <sup>th</sup>    | <b>International issue in English including The Swedish Life Science Industry Guide</b><br>Lab & Diagnostics of the Future, March 27 <sup>th</sup> , Stockholm<br>New Horizons in Biologics & Bioprocessing – including Advanced Therapies, May 28 <sup>th</sup> , Copenhagen |
| SPECIAL EDITION | May 8 <sup>th</sup>   | April 16 <sup>th</sup> | Science/"Life Science Sweden VETENSKAP"   |
| 2               | June 3 <sup>rd</sup>  | May 13 <sup>th</sup>   | <b>New Updates in Drug Formulation &amp; Bioavailability</b> , August 28 <sup>th</sup> , Copenhagen<br><b>The Future of Swedish &amp; Danish Life Science</b> , August 29 <sup>th</sup> , Lund  |
| 3               | Sept 10 <sup>th</sup> | Aug 20 <sup>th</sup>   | <b>Bioscience – Research &amp; Diagnostics through Innovative Technologies</b> , Nov 7 <sup>th</sup> , Stockholm  |
| 4               | Dec 2 <sup>nd</sup>   | Nov 11 <sup>th</sup>   | <b>Pharma Outsourcing – Find the right partner</b> , Dec 3 <sup>rd</sup> , Stockholm<br><b>New Horizons in Biologics &amp; Bioprocessing – including Advanced Therapies</b> , Dec 12 <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.

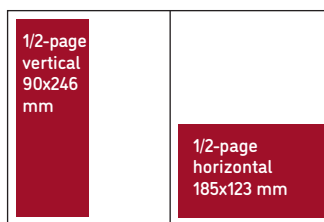
## Adverts and advertorials format and prices



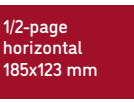
SEK 84.600



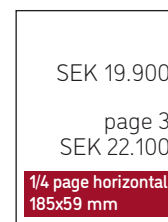
SEK 47.100



SEK 34.100



SEK 34.100



SEK 22.100

1/4 page horizontal 185x59 mm



SEK 49.900

### Inserts

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

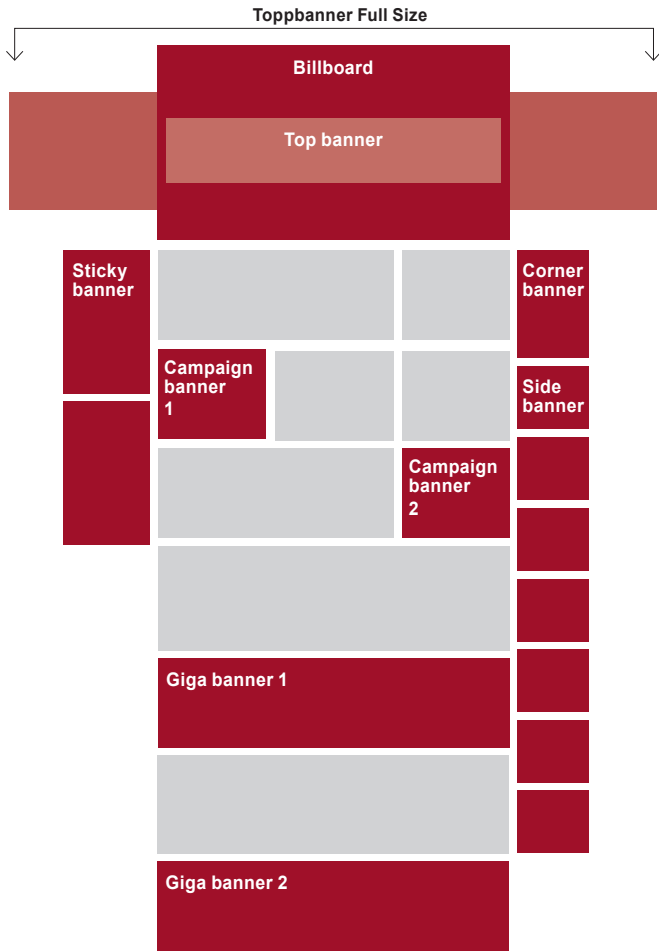
### Company presentation in

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

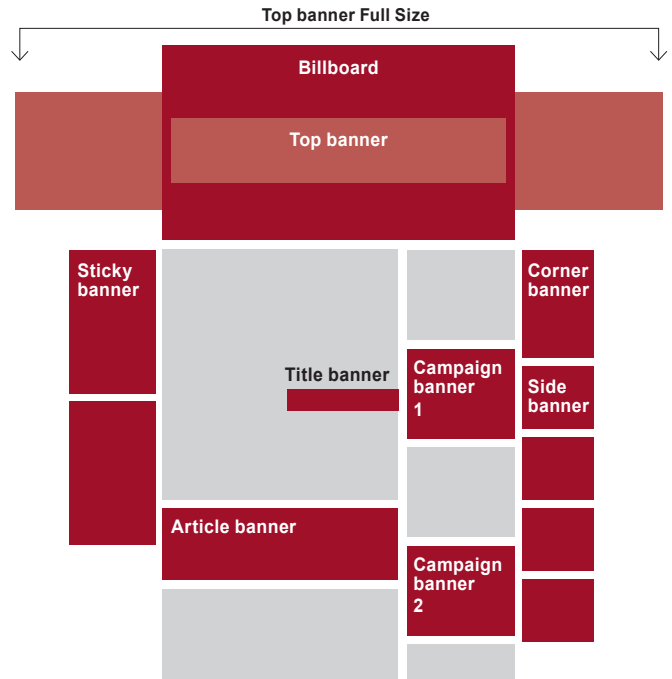


# Format & Prices web/newsletter

## Start page, prices per month



## Article page, prices per month



- Top banner Full Size** 1800x450 px, static, max 250 kb ..... SEK 71.900
- Billboard** 980x540 px, static or animated, max 150 kb ..... SEK 62.100
- Top banner** 930x180 px, static or animated, max 70 kb ..... SEK 46.100
- Sticky banner** 240x400 px, static or animated, max 90 kb ..... SEK 31.700
- Corner banner** 200x300 px, static or animated, max 70 kb ..... SEK 24.400
- Side banner** 200x175 px, static or animated, max 40 kb ..... SEK 23.200
- Campaign banner 1** 300x250 px, static or animated, max 75 kb ..... SEK 28.000
- Campaign banner 2** 300x250 px, static or animated, max 75 kb ..... SEK 25.500
- Title banner** 300x60 px, static max 20 kb ..... SEK 23.000
- Article banner** 660x200 px, static or animated, max 100 kb ..... SEK 23.000

- Top banner Full Size** 1800x450 px, static, max 250 kb ..... SEK 71.900
- Billboard** 980x540 px, static or animated, max 150 kb ..... SEK 62.100
- Top banner** 930x180 px, static or animated, max 70 kb ..... SEK 46.100
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- Campaign banner 1\*** 300x250 px, static or animated, max 70 kb ... SEK 28.000
- Campaign banner 2\*\*** 300x250 px, static or animated, max 70 kb .. SEK 25.500
- Giga banner 1** 930x250 px, static or animated, max 70 kb ..... SEK 25.500
- Giga banner 2** 930x250 px, static or animated, max 70 kb ..... SEK 23.000

\* 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

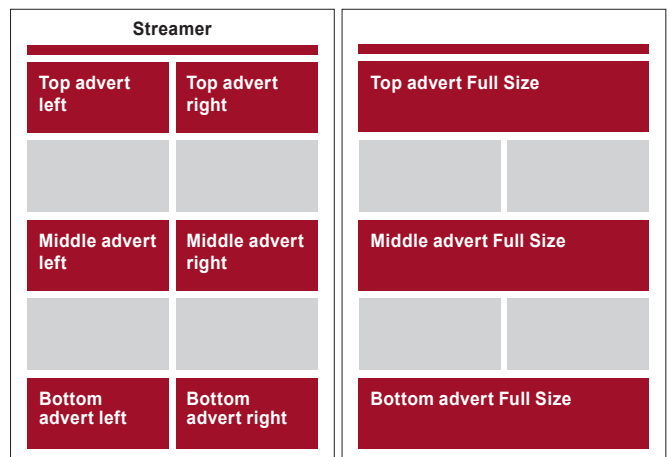
Static jpg, animated gif, Html (zip-file) Script.  
 All banners must be responsive. Animations should keep within 20 seconds.

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



- Streamer** 820x28 px ..... SEK 28.600\*
- Top advert Full Size** 820x200 px ..... SEK 21.900
- Top advert** 400x200 px ..... SEK 11.600
- Middle advert Full Size** 820x200 px ..... SEK 15.800
- Middle advert** 400x200 px ..... SEK 8.600
- Bottom advert Full Size** 820x200 px ..... SEK 12.200
- Bottom advert** 400x200 px ..... SEK 6.800

\*Price per week

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

## Membership SEK 16.700/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)

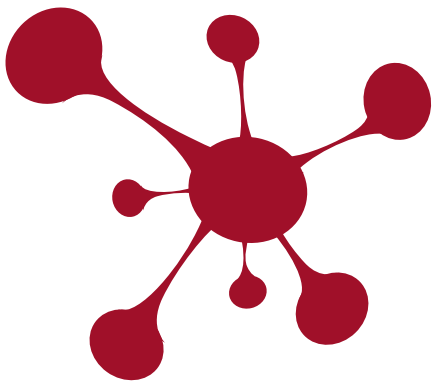
## Find the right people!

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

**SEK 28.300/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 2024

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 2024

### 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 20.100**

### 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.

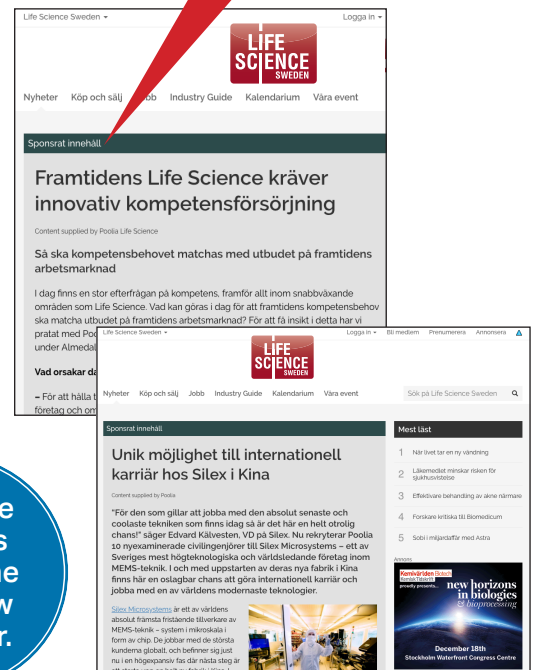
**Price SEK 37.000 for native-article one week on lifesciencesweden.se (60.000 unique page views/month) + in one of our newsletters (17.000 subscribers)**

The price includes telephone interview by writer.

## 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.

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

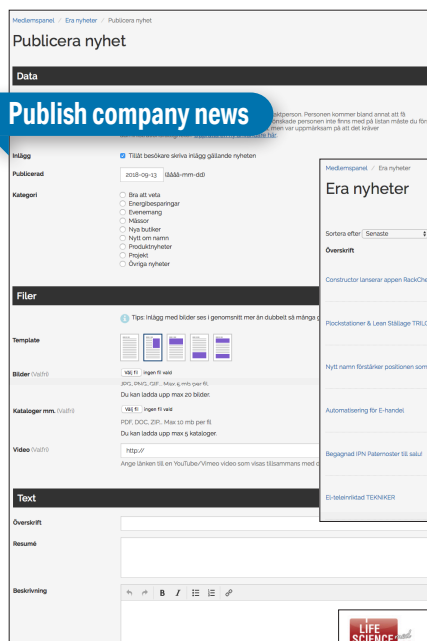


Become a member of Life Science Sweden and optimize your communication and marketing to researchers and the Nordic life science industry. Our unique offer includes a complete communication platform – both online and through our magazine, as well as our 7 annual international partnering events. As a member your company reaches your target groups directly.

### 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 partnering-packages (exhibition slots/speaker slots and delegate packages)
- ✓ Free access to our congresses and events (does not include Pharma Outsourcing for service-providers)

# MEMBERSHIP



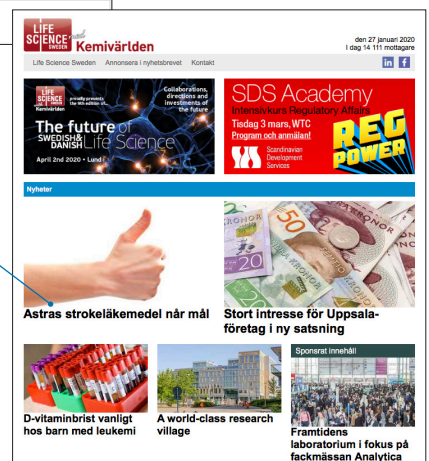
| Översikt   | Publicerad  | Antal Klick | Portal   |
|--|-------------|-------------|--|
| Constructor lanserar appen RackCheck                           | 2018-sep-12 | 113         | Meta Supply SE<br>Food Supply SE<br>Building Supply SE<br>Enterprise<br>Verksåkers |
| Placatörer & Leas Sättige TRILLOG                              |             |             |  |
| Nytt namn förklarar positionen som ledande förvaringsproducent | 2018-mar-19 | 804         | Meta Supply SE<br>Food Supply SE<br>Building Supply SE<br>Enterprise<br>Verksåkers |
| Automatisering för E-handel                                    | 2018-mar-26 | 1918        | Meta Supply SE<br>Food Supply SE<br>Building Supply SE<br>Enterprise<br>Verksåkers |
| Beläggning för Palmatorer till salu                            | 2018-feb-26 | 979         | Meta Supply SE<br>Food Supply SE<br>Building Supply SE<br>Enterprise<br>Verksåkers |
| E-hälsotjänst TENDNER  | 2018-feb-07 | 2850        | Meta Supply SE<br>Food Supply SE<br>Building Supply SE<br>Enterprise<br>Verksåkers |

See the number of views

**Membership**  
SEK 16.700/year



### NEWS FROM THE EDITORS



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

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  
- INCLUDING ADVANCED THERAPIES

Your opportunities  
General information



You have the opportunity 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.

Banners and adverts are linked to your website of choice.

**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 paywalled articles on lifesciencesweden.se and in our newsletters
- Free access to our congresses and events (does not include Pharma Outsourcing for service-providers)

**SEK 34.900**

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.

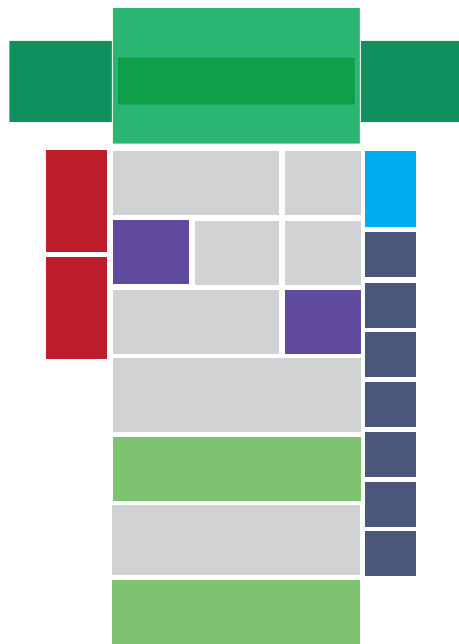
**Animated banners:**

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



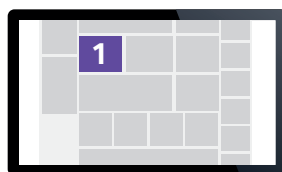
**Sticky banner**  
240x400 ppx



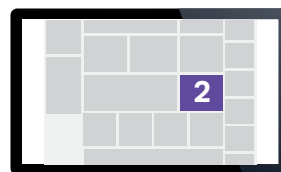
**Corner banner**  
200x300 px



**Side banner**  
200x175 px



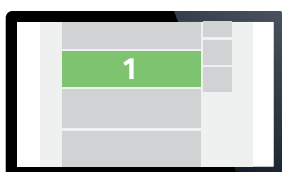
**Campaign banner 1\***  
- Front page 300x250 px



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

\* 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



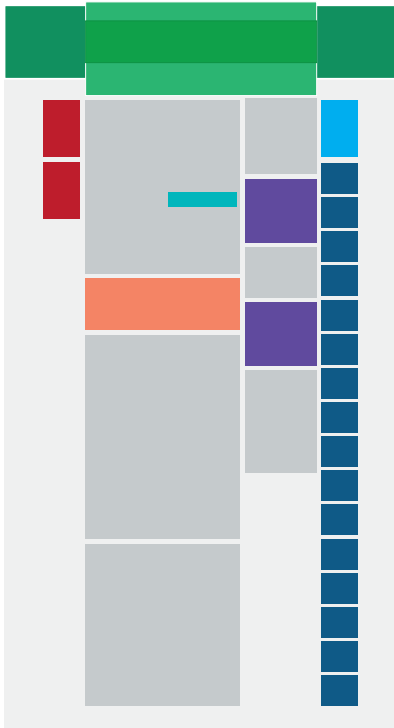
**Giga banner - Front page**  
930x250 px



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



## Article page



**Top banner**  
930x180 px



**Billboard**  
980x540 px



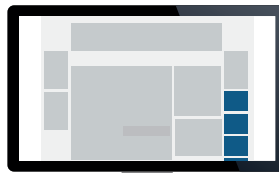
**Top banner Full Size**  
1800x450 px



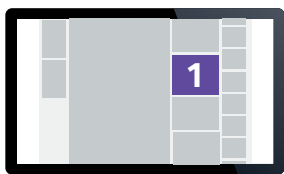
**Sticky banner**  
240x400 px



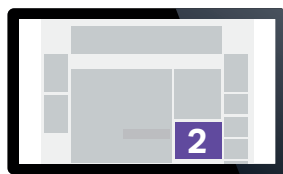
**Corner banner**  
200x300 px



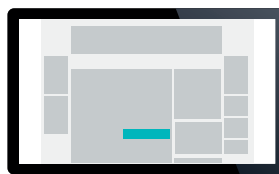
**Side banner**  
200x175 px



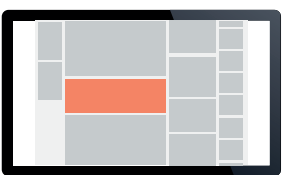
**Campaign banner**  
300x250 px



**Campaign banner**  
300x250 px



**Title banner**  
300x60 px



**Article banner**  
660x200 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 23.050**

Front page + all other pages **SEK 23.050**

### Billboard

Static or animated, max 150 Kb

Article page **SEK 31.050**

Front page + all other pages **SEK 31.050**

### Top banner Full Size

Static, max 250 Kb

Article page **SEK 35.950**

Front page + all other pages **SEK 35.950**

### Sticky banner

Static or animated, max 90 Kb

Article page **SEK 15.850**

Front page + all other pages **SEK 15.850**

### Corner banner

Static or animated, max 70 Kb.

Article page **SEK 12.200**

Front page + all other pages **SEK 12.200**

### Side banner

Static or animated, max 40 Kb

Article page **SEK 11.600**

Front page + all other pages **SEK 11.600**

### Campaign banner pos 1

Static or animated, max 75 Kb

Front page **SEK 14.000**

Article page **SEK 14.000**

### Campaign banner pos 2

Static or animated, max 75 Kb

Front page **SEK 12.750**

Article page **SEK 12.750**

### Giga banner pos 1

Static or animated, max 70 Kb

Front page **SEK 12.750**

### Giga banner pos 2

Static or animated, max 70 Kb

Front page **SEK 11.500**

### Title banner – Article page

Static, max 20 Kb

Article page **SEK 11.500**

### Article banner – Article page

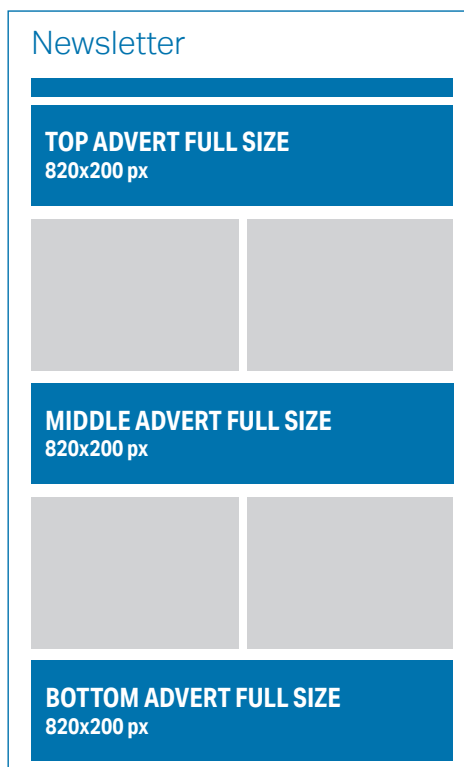
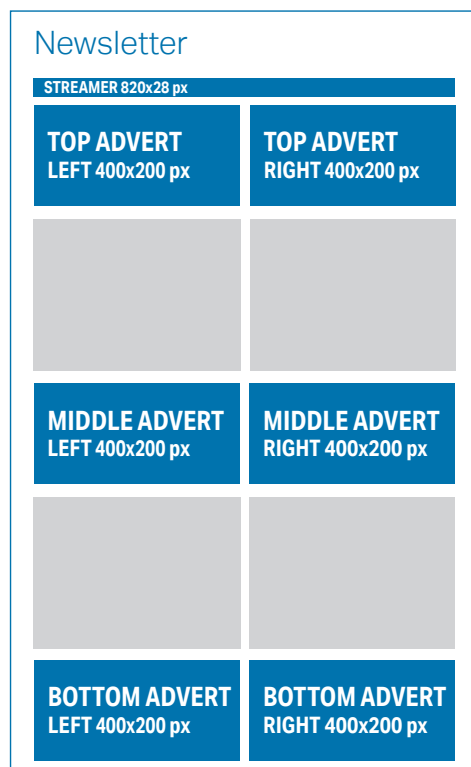
Static or animated, max 100 Kb

Article page **SEK 11.500**



# ADVERTISING IN THE NEWSLETTER

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



## 5 Newsletters/week

(17.000 recipients of the Swedish newsletter + 11.200 recipients of the international newsletter in English)

## Sponsored article

SEK 36.000/week

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

### Streamer

Price per week **SEK 14.300**

### Top advert

Price per mailing **SEK 5.800**

### Top advert Full size

Price per mailing **SEK 10.950**

### Middle advert

Price per mailing **SEK 4.300**

### Middle advert Full size

Price per mailing **SEK 7.900**

### Bottom advert

Price per mailing **SEK 3.400**

### Bottom advert Full size

Price per mailing **SEK 6.100**

Material: Static advert

File types: Jpg, gif or png

Size: Max 50 kb

**Prices for members.**

**Prices for non-members have a 100% markup.**

**The "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 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.