







LIFE SCIENCE FOCUS

LEADING IN NEWS AND EVENTS

Media Info

2027



Leading in news and events

News worth paying for. An audience worth reaching. *Connections worth making.*

Life Science Focus brings together *independent* specialist journalism, an international paying readership and eight annual partnering events, giving your company joined-up ways to build visibility, demonstrate expertise and develop business relationships.

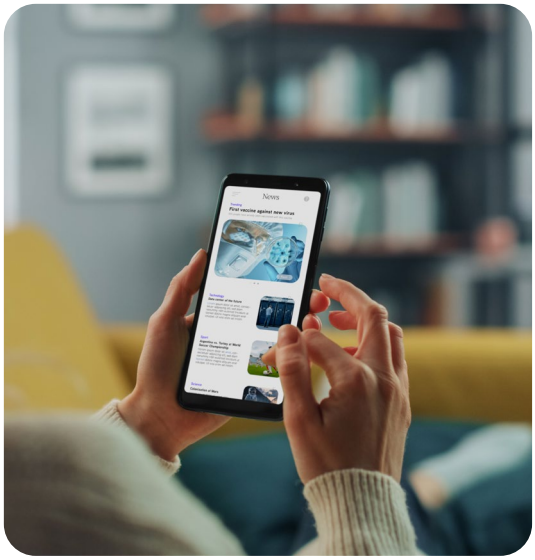
With roots in Biotech Sweden, launched in 2002, and Biotech Scandinavia, launched in 2005, we bring nearly 25 years of industry publishing experience. Formerly known as Life Science Sweden, we now publish our editorial content entirely in English.

We offer a complete communication platform for you to reach out to your clients, partners and investors:

1. 8 annual international partnering events including exhibitions and 1-2-1 partnering
2. Magazine Life Science Focus in English including The Life
3. Science Industry Guide/year in issue no. 1
4. 6 newsletters/week in English to 28 000 recipients
5. News Portal **lifesciencefocus.com** (70,000 unique page views/month)
6. Membership

SPECIALIST KNOWLEDGE. THE STRENGTH OF AN ESTABLISHED MEDIA GROUP.

As part of Nordiske Medier - a leading Nordic media group specialising in B2B independent media and events, we combine in-depth knowledge of the life science sector with the resources, publishing expertise, and operational support of an established organisation.



Readers choose our journalism. *You can choose to reach them.*

Our six in-house science journalists and a network of freelance contributors cover research, innovation, and drug development, from early discoveries through preclinical and clinical development to healthcare and patient benefit.

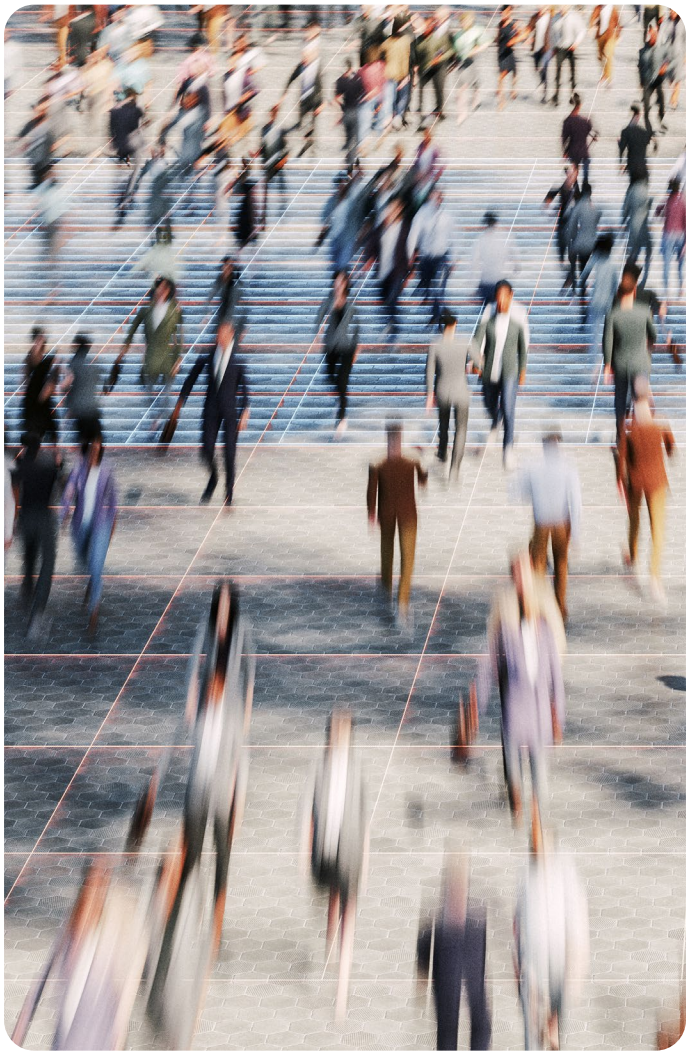
We update **lifesciencefocus.com** around six times a day, combining original reporting with independent analysis to help professionals understand industry developments, identify opportunities, and make informed business decisions.

Our paying subscribers demonstrate the value they place on this reporting. For advertisers, that creates an opportunity to appear alongside specialist content that readers choose to pay for.

- **28,000 LinkedIn followers**
- **Paying subscribers across the Nordics, Baltics and beyond**
- **70,000 page views per month**
- **28,000 newsletter recipients**
- **Six newsletter editions per week · 61% open rate**

Sweden is our largest reader market, complemented by readers across the Nordic and Baltic regions, the UK, Ireland, Germany, the Netherlands, France, Spain, Italy, the US, India, Australia, China and other markets.

One partner. *Many ways to grow your presence.*



PRINT & DIGITAL MAGAZINE – GIVE YOUR MESSAGE SPACE

Showcase your expertise through advertisements and advertorials in our English-language print and digital editions. Themed issues give you the chance to explain applications, share insights and demonstrate the value of your solutions.

Issue 1 of 2027 includes the annual **Life Science Industry Guide** and is distributed at all eight of our partnering events in 2027, extending its reach throughout the year.

WEBSITE & NEWSLETTERS – REACH READERS IN CONTEXT

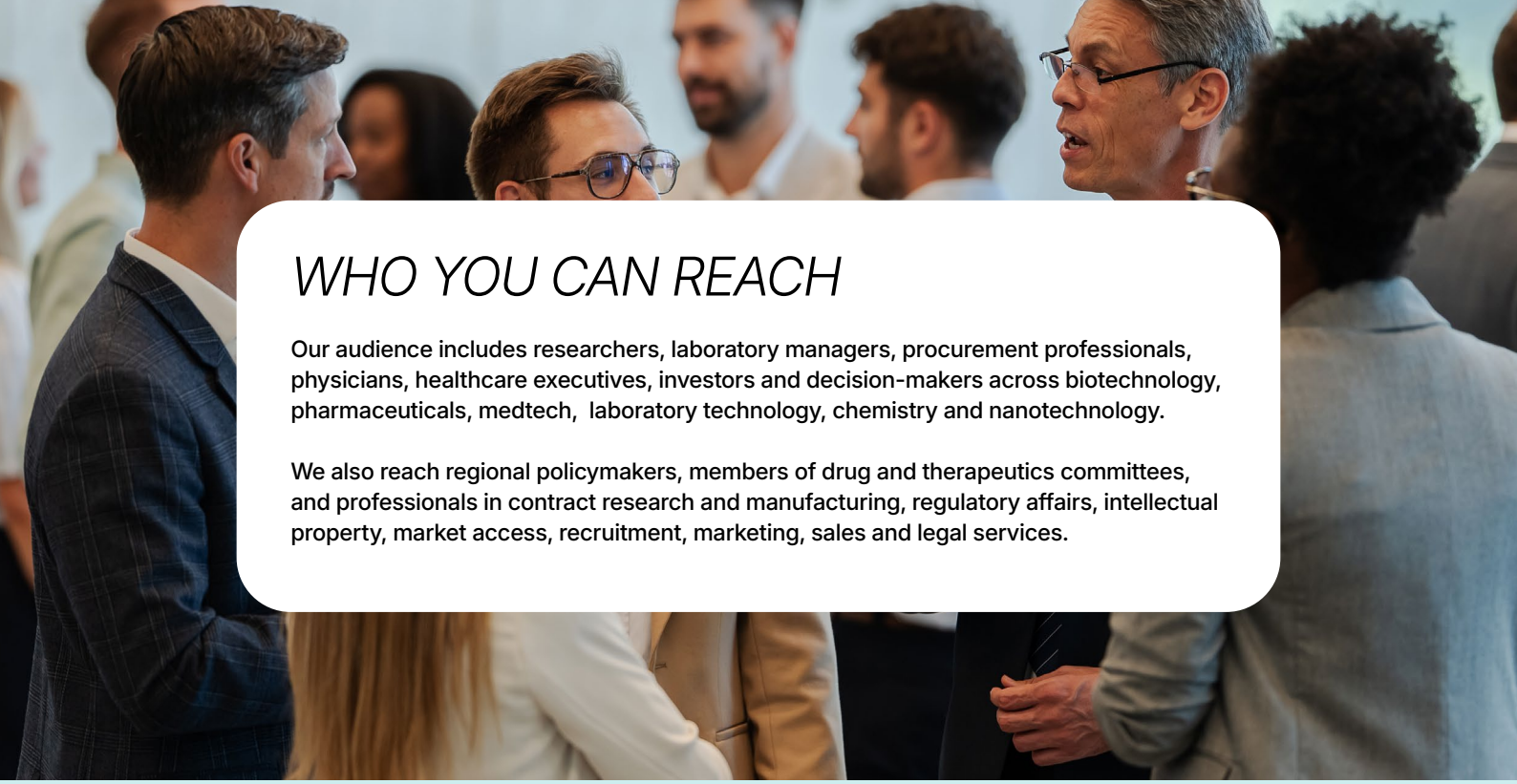
Build visibility through banners, native articles and newsletter advertising. Article-page banners place your message alongside relevant editorial content, connecting your advertising with the topics your target audience is reading about.



INTERNATIONAL PARTNERING EVENTS – TURN INTEREST INTO CONVERSATION

Our eight annual partnering events bring together industry professionals, researchers, investors and decision-makers, with delegates from around 30 countries across our event portfolio.

Present your expertise, exhibit your solutions and arrange one-to-one partnering meetings in advance. Combine the reach of our media channels with the depth of a personal conversation.



WHO YOU CAN REACH

Our audience includes researchers, laboratory managers, procurement professionals, physicians, healthcare executives, investors and decision-makers across biotechnology, pharmaceuticals, medtech, laboratory technology, chemistry and nanotechnology.

We also reach regional policymakers, members of drug and therapeutics committees, and professionals in contract research and manufacturing, regulatory affairs, intellectual property, market access, recruitment, marketing, sales and legal services.

MEMBERSHIP - STAY VISIBLE THROUGHOUT THE YEAR

Create an ongoing company presence through unlimited company news posts, advertising exposure included, and member benefits across our media and events.

Membership provides a foundation for regular communication, complemented by preferential advertising and event rates. See the membership section on page 7 for full details and conditions.

BUILD RECOGNITION BEFORE THE MEETING. KEEP THE CONVERSATION GOING AFTERWARDS.

Introduce a solution through an advertorial. Reinforce your message through digital advertising. Present a relevant application on stage. Meet prospective customers at your stand.

With Life Science Focus, your media and event activities can work together towards the same business goals.

Let's build your *visibility* and *connections*

Contact Maria to explore membership, print and digital advertising, advertorials, native articles, and speaking and exhibiting opportunities at our international partnering events. Together, we can create a package tailored to your goals.



Maria Eriksson
M.Sc. in Medical Biology
Media Manager & Business Development Manager
Founder of Life Science Focus Events

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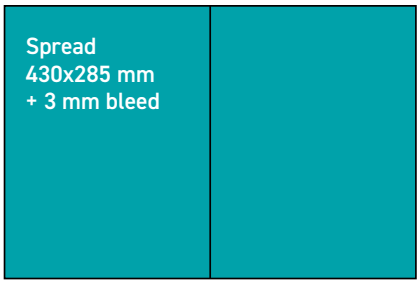
maria.eriksson@nordiskemedier.se

Publishing schedule *2027*

Issue	Publishing date	Material date	Themes and congresses*
1	Feb 24	Feb 4	SPECIAL EXPANDED EDITION – AVAILABLE AT ALL EIGHT LIFE SCIENCE FOCUS EVENTS IN 2027 *- Includes the supplement The Life Science Industry Guide* AI Events: Bioscience – Groundbreaking Research & Diagnostics March 18, Gothenburg New Updates in Drug Formulation & Bioavailability, April 14, Copenhagen The Future of Swedish & Danish Life Science, April 15, Lund
2	May 26	May 5	Women's Health New Horizons in Biologics & Bioprocessing – including Advanced Therapies, May 27, Copenhagen
3	Sept 30	Sep 10	Vaccines Events: Bioscience – Groundbreaking Research & Diagnostics Oct 21, Stockholm
4	Dec 1	Nov 11	Clinical Trials, Imaging Events: Pharma Outsourcing – Find the right partner, Dec 1, Stockholm New Horizons in Biologics & Bioprocessing – including Advanced Therapies, Dec 9, Stockholm

* The magazine will be handed out to all delegates at associated events in addition to the regular subscribers. Hence the circulation is extended by 120-2,000 copies.

Adverts and advertorials
Format and prices



7 675 EUR

Inserts Unbound supplement, max 205×280 mm, max 40 grams

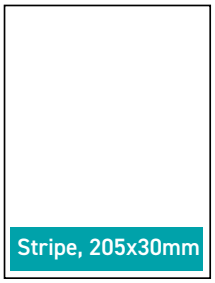
2 pages EUR 3 690
4 pages EUR 3 990
8 pages EUR 4 390

Company presentation in The Life Science Industry Guide 200 EUR/year

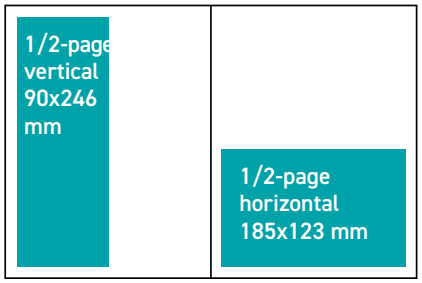
Back-cover: EUR 5 200
1/1 page: EUR 4 700

Early right-hand page:
Page 5: EUR 5 100
Page 7: EUR 5 000

The inside front cover: EUR 4 950
The inside back cover: EUR 4 950

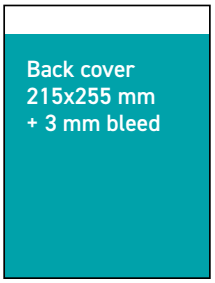


EUR 3 350
Only Front Page

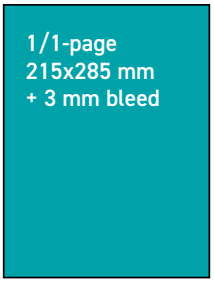


EUR 3 400

EUR 3 400



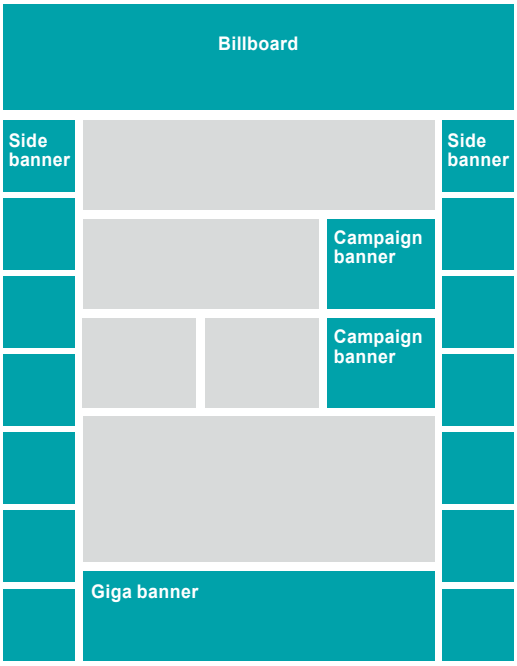
EUR 5 200



EUR 4 700

Format and prices *web/newsletter*

Web page, prices per month



Billboardbanner
Desktop 1, 980x340px (150kb)
Desktop 2, 1568x540px (200kb)
Mobile, 360x125px (50kb) ..... EUR 6 200

Campaign banner
Desktop/mobile, 300x250px (70kb)..... EUR 2 795

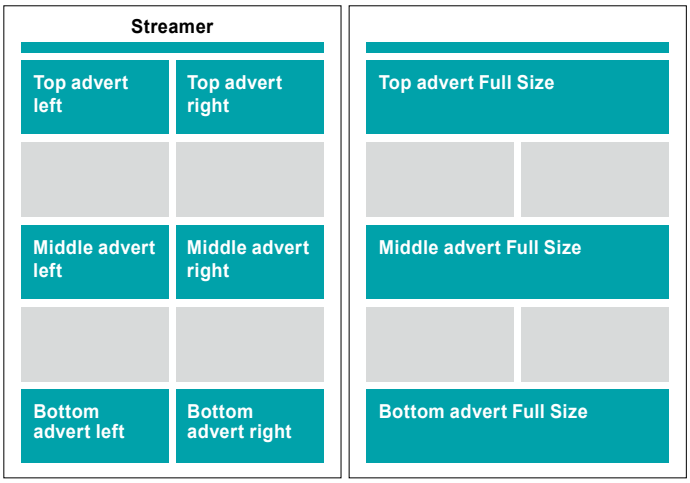
Side banner*
200x200 px (desktop), 125x125px (mobile)
static/animated, max 40 kb ..... EUR 2 319

Giga banner
980x250 px (desktop) 360x125px (mobile)
static/animated, max 200 kb ..... EUR 2 540

* Banners stay on screen when scrolling down.

File types
Static jpg, animated gif, Html (zip-file) Script.
All banners must be responsive. Animations should keep within 15 seconds.

6
Newsletters/week
28 000 recipients



Newsletter, prices per day

Streamer 820x28 px..... EUR 2 850
Top advert Full Size 820x200 px..... EUR 2 299
Top advert 400x200 px ..... EUR 1 245
Middle advert Full Size 820x200 px..... EUR 1 650
Middle advert 400x200 px ..... EUR 869
Bottom advert Full Size 820x200 px ..... EUR 1 010
Bottom advert 400x200 px..... EUR 810

*Price per week

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

Find the right people!
Job ad on lifesciencefocus.com, in our newsletters and on lifesciencejob.se
EUR 2 959 /month

Advertise with us – Contact me!

Maria Eriksson - Business Development Manager
0708-874 18 34 | maria.eriksson@nordiskemedier.se

Membership EUR1 660/year

Gives you 50% discount on digital advertising, free participation in our events etc. For more info contact:

maria.eriksson@nordiskemedier.se

Become a member of Life Science Focus and optimize your communication and marketing to researchers and the Nordic and Baltic life science industry. We are unique since we offer a complete communication platform online, by our magazine and through our 8 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.

THE SWEDISH LIFE SCIENCE INDUSTRY GUIDE

The Life Science Industry Guide 2027

The 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 Life Science Industry Guide you can reach the entire industry and potential partners throughout the year. The 2027 edition is the twentieth edition and we know from experience that the guide is used as a Bible when seeking new contacts, services, goods and collaborations.

The Life Science Industry Guide is distributed by Life Science Focus – both online searchable with Google and in printed form in issue no 1. This issue is distributed at all of Life Science Focus' 8 annual international partnering-congresses in 2027. It is also published on **lifesciencefocus.com** with 70,000 page views/month!



Offer for The Life Science Industry Guide 2027:

Alt. A

A presentation under Industry Guide on lifesciencefocus.com 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.

EUR 1 005

Alt. B

- Publication of your website address in the INDEX of
- The Life Science Industry Guide on **lifesciencefocus.com**

EUR 500

LIFE SCIENCE FOCUS

Native Advertisement
Sponsored articles on the web

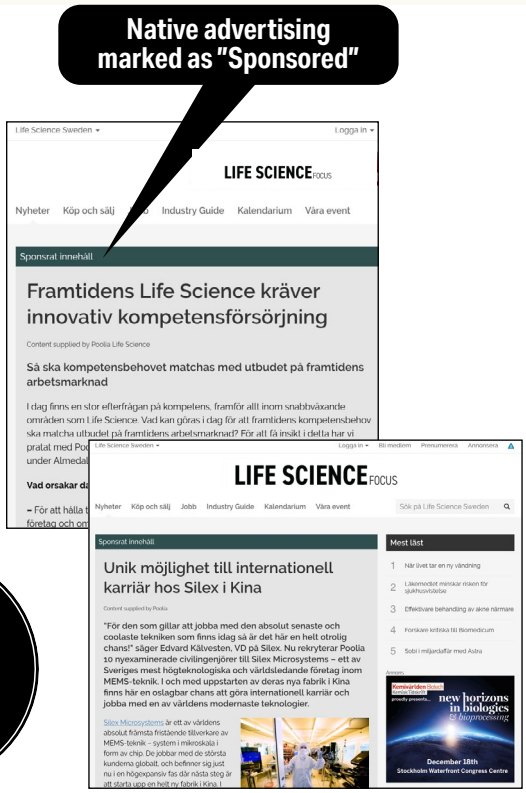


Note!

- ✓ The sponsored text should be relevant to the target group and add 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 3 699 EUR for native-article one week on lifesciencefocus.com (70 000 unique page views/month) + in one of our newsletters (28 000 subscribers)

The price includes a telephone interview by a writer.

Produce Native articles

- ✓ You provide us with up to 2 images of your choice (at least 700x310 pixels).
- ✓ Your can choose to provide us with your own text (2,000 characters including spaces) or book a consultation with one of our native communication experts.



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

LIFE SCIENCE FOCUS

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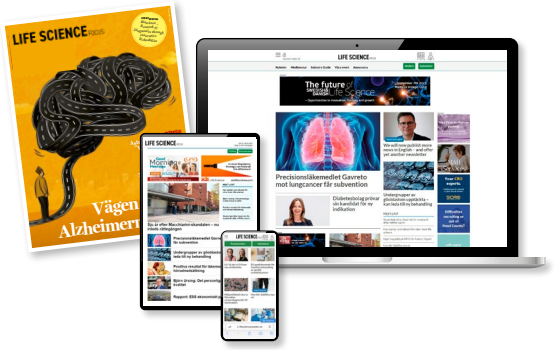

BENEFITS AS A MEMBER

- ✓ Your news directly to your target group in the section "News from Members" on lifesciencefocus.com + in our newsletters (28 000 recipients/week)
- ✓ Inform about events and courses
- ✓ Complete your posts with photos, videos, etc.
- ✓ Increased visibility on lifesciencefocus.com 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 partneringpackages (exhibition slots/speaker slots and delegate packages)
- ✓ Free access to our congresses and events (does not include Pharma Outsourcing for service-providers)

Member package

- 12 months side banner on web
- 3 middle adverts in newsletter
- 2 bottom adverts in newsletter
- 1 year membership

Member package EUR 3 480/year

Membership EUR 1 660/year

Meet your next business partner at our events:

The future of SWEDISH & DANISH Life Science
swedishdanishlifescience.se

Bioscience Groundbreaking Research & Diagnostics
bioscienceevent.com

Med Tech DAGEN
medtechdagen.se

Pharma Outsourcing FIND THE RIGHT PARTNER
pharmaoutsourcing.eu

new horizons in Biologics & Bioprocessing – INCLUDING ADVANCED THERAPIES
bioprocessing.se

New Updates in Drug Formulation & Bioavailability
formulationsbioavailability.com

Contact: maria.eriksson@nordiskemedier.se