

# MEDIA INFO 2019

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



# Together we will get even better!

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 with an audience of 7.500 all over the Nordic countries. We are now covering the new chemistry and molecular biology that are changing our lives more and more and the development of medical treatments, from idea all the tough way through society to the patient.



Editor in Chief  
**Hanna Brodda**  
+46 (0)70-483 43 00  
hanna.brodda@nordiskemedier.se

## We cover:

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

**This is the people we reach:** 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, VC's/investment managers, decision makers in the biotech, pharmaceutical and chemical industry and all members of SwedenBIO and SwedNanoTech. We reach the companies that need recruitment, advertising, sales companies, contract manufacturers, patents and regulatory, market access and legal advice.

## Our Events:

All of our events are annual international partnering meetings with pre-bookable face to face meetings. The events are covered by the media.

### New Updates in Drug Formulation & Bioavailability

April 3 in Copenhagen. [formulationsbioavailability.com](http://formulationsbioavailability.com)

### The Future of Swedish & Danish Life Science

April 3 in Lund. [swedishdanishlifescience.se](http://swedishdanishlifescience.se)

### Bioscience – Research through Innovative Technologies

Nov 7 in Stockholm. [bioscienceevent.com](http://bioscienceevent.com)  
(website bioscienceevent.com will be launched August 2019)

### Pharma Outsourcing – Find the right partner

Dec 10 in Stockholm. [pharmaoutsourcing.eu](http://pharmaoutsourcing.eu)

### New Horizons in Biologics & Bioprocessing

Dec 17 in Stockholm. [bioprocessing.se](http://bioprocessing.se)



Business Development Manager/  
Founder Events/  
Event Managing Director  
**Maria Eriksson**  
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maria.eriksson@nordiskemedier.se

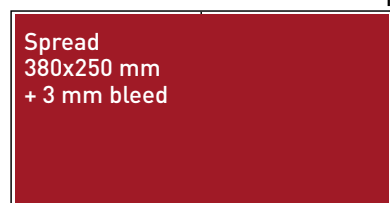
## Publishing schedule 2019

| ISSUE | PUBLISHING DATE | MATERIAL DATE | TRADE FAIR**/SPECIAL THEME (in addition to standing themes***)   |
|-------|-----------------|---------------|--|
| 1     | Jan 31          | Jan 10        | <i>International issue in English</i><br>New Updates in Drug Formulation & Bioavailability, April 3, Copenhagen<br>The Future of Swedish & Danish Life Science, April 4, Lund<br>The Swedish Life Science Industry Guide (special theme section) |
| 2     | May 16          | April 24      |  |
| 3     | Sept 12         | Aug 22        | "Theme labtech" – special theme section<br>Bioscience – Research through Innovative Technologies, Nov 7, Stockholm   |
| 4     | Nov 14          | Oct 24        | Pharma Outsourcing – Find the right partner, Dec 10, Stockholm – also special theme section in English<br>New Horizons in Biologics & Bioprocessing, Dec 17, Stockholm   |

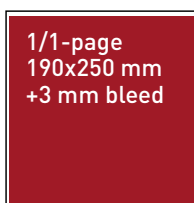
\*\* The magazine will be handed out to all delegates at associated event in addition to the regular subscribers. Hence the circulation is extended with 120-1.000 copies.

\*\*\* Standing themes in every issue are life science, biotech, chemistry, pharma, medtech, R&D, diagnostics, lab/analysis, production/bioprocessing, regulatory, IP/patents and business.

## Adverts format & prices



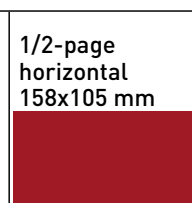
SEK 69.400



SEK 33.600

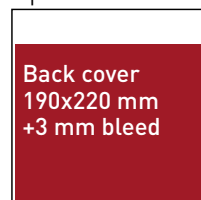


SEK 24.900



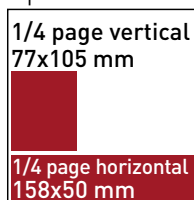
SEK 24.900

### Special format cover



SEK 36.100

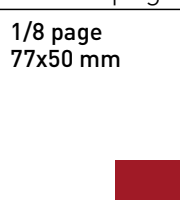
### Special format advert page



SEK 12.500



SEK 12.500



SEK 9.200

SEK 17.600 page 3 (horizontal format)

### Industry Guide

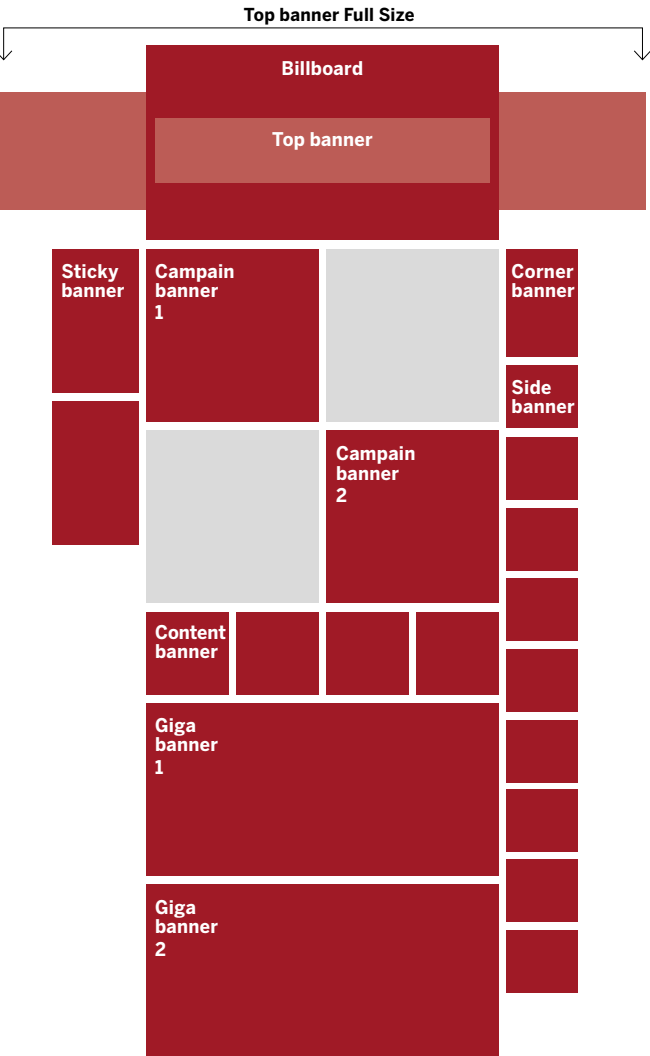
SEK 13.500/year

### Inserts

Unbound supplement,  
max 190x250 mm, max 40 gram  
2 pages SEK 25.900  
4 pages SEK 29.300  
8 pages SEK 33.100

# Format & Prices web/newsletter

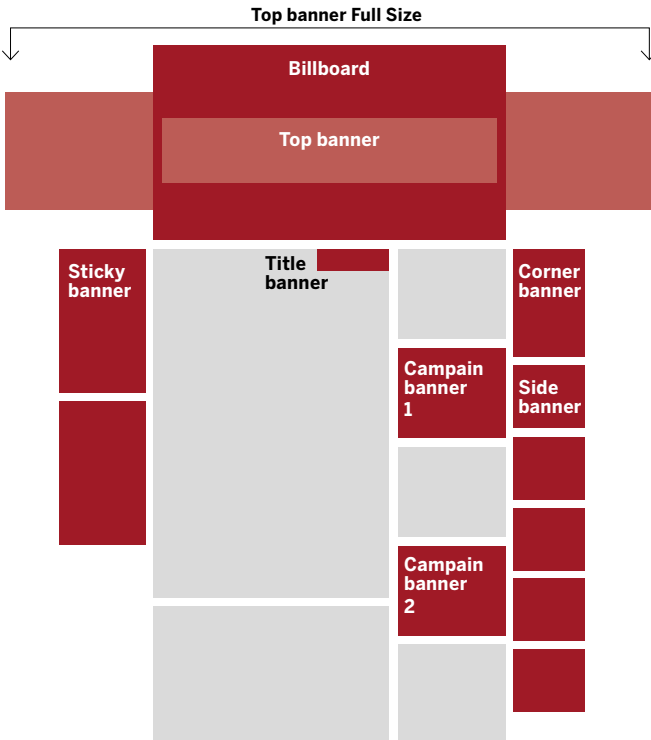
## Start page, prices per month



|  |            |
|--|------------|
| <b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....        | SEK 59.000 |
| <b>Billboard</b> 980x450 px, static or animated, max 150 kb .....        | SEK 51.000 |
| <b>Top banner</b> 930x180 px, static or animated, max 70 kb .....        | SEK 24.000 |
| <b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....     | SEK 20.000 |
| <b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....     | SEK 13.000 |
| <b>Side banner</b> 200x175 px, static or animated, max 40 kb .....       | SEK 4.000  |
| <b>Content banner</b> 230x230 px, static, max 55 kb .....                | SEK 7.500  |
| <b>Campaign banner 1</b> 480x480 px, static or animated, max 75 kb ..... | SEK 19.000 |
| <b>Campaign banner 2</b> 480x480 px, static or animated, max 75 kb ..... | SEK 14.000 |
| <b>Giga banner 1</b> 980x480 px, static or animated, max 150 kb .....    | SEK 24.000 |
| <b>Giga banner 2</b> 980x480 px, static or animated, max 150 kb .....    | SEK 14.000 |

**File types**  
Static jpg, animated gif, Html (zip-file) Script  
All banners must be responsive. Animations should keep within 20 seconds.  
Design of the ads included in the price.

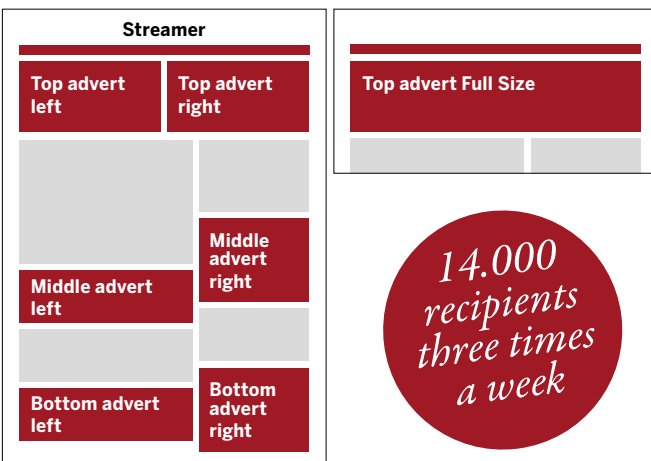
## Article page, prices per month



|  |            |
|--|------------|
| <b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....        | SEK 59.000 |
| <b>Billboard</b> 980x450 px, static or animated, max 150 kb .....        | SEK 51.000 |
| <b>Top banner</b> 930x180 px, static or animated, max 70 kb .....        | SEK 24.000 |
| <b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....     | SEK 20.000 |
| <b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....     | SEK 13.000 |
| <b>Side banner</b> 200x175 px, static or animated, max 40 kb .....       | SEK 4.000  |
| <b>Campaign banner 1</b> 300x250 px, static or animated, max 75 kb ..... | SEK 15.500 |
| <b>Campaign banner 2</b> 300x250 px, static or animated, max 75 kb ..... | SEK 12.000 |
| <b>Title banner</b> 200x60 px, static, max 20 kb .....                   | SEK 26.000 |

**File types**  
Static jpg, animated gif, Html (zip-file) Script  
All banners must be responsive. Animations should keep within 20 seconds.  
Design of the ads included in the price.

## Newsletter, prices per day



|   |             |
|---|-------------|
| <b>Streamer</b> 820x28 px, static, max 50 kb .....              | SEK 22.500* |
| <b>Top advert Full Size</b> 820x200 px, static, max 50 kb ..... | SEK 12.000  |
| <b>Top advert</b> 400x200 px, static, max 50 kb .....           | SEK 6.000   |
| <b>Middle advert left</b> 490x147 px, static, max 50 kb .....   | SEK 4.000   |
| <b>Middle advert right</b> 310x235 px, static, max 50 kb .....  | SEK 4.000   |
| <b>Bottom advert left</b> 490x147 px, static, max 50 kb .....   | SEK 3.000   |
| <b>Bottom advert right</b> 310x235 px, static, max 50 kb .....  | SEK 3.000   |

**File types**  
Static jpg, gif or png.  
All banners must be static. Design of the ads included in the price.

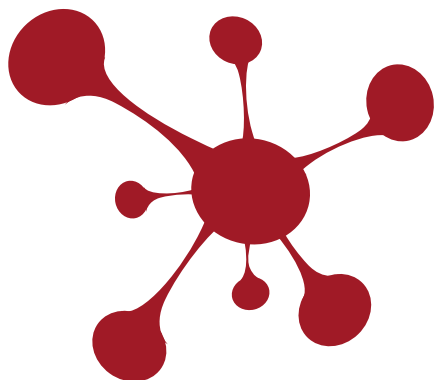
**Find the right people!**  
Job ad on the web and in the newsletters  
**SEK 16.500**

**Membership**  
**SEK 8.800/year**

Gives you 50% discount on all digital advertising.

For more info mail to [maria.eriksson@nordiskemedier.se](mailto:maria.eriksson@nordiskemedier.se)





# THE SWEDISH LIFE SCIENCE INDUSTRY GUIDE

## Swedish Life Science Industry Guide 2020

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. 2020 edition of the Swedish Life Science Industry Guide is the sixteenth 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 2020 by the magazine Life Science Sweden with a circulation of about 8,500 copies. The Guide is distributed in addition to all Life Science Sweden's event. It is also linked to the [lifesciencesweden.se](http://lifesciencesweden.se), and in our newsletter.



## Instructions for participation in the Swedish Life Science Industry Guide 2020

The company presentation includes...

1/3 page in our international issue no. 1 in English (extended circulation of 8.700 copies)

+ a presentation under Industry Guide on [lifesciencesweden.se](http://lifesciencesweden.se). These include:

- 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.

**All this for only SEK 14.500**



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

Become a member of Life Science Sweden with Kemivärlden

As a member your company reach out directly to your target group and you can establish new contacts within the branch.

### Benefits as a member

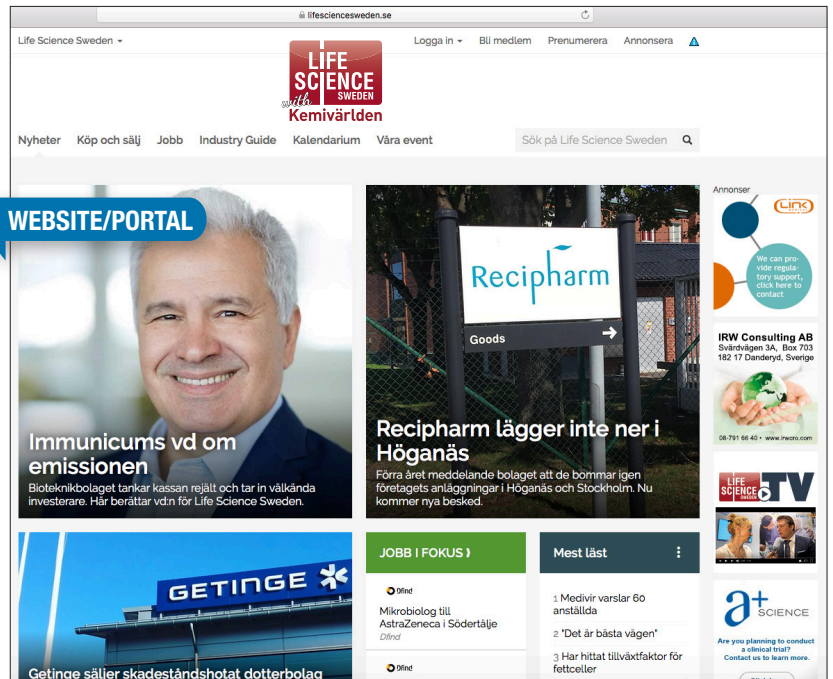
- ✓ Log-in to all the functions on the portal
- ✓ Increased online visibility with a complete company profile, link to your website, etc.
- ✓ Your news directly to your target group in the section "News from Members"
- ✓ Place job adverts for free (not for recruiting- and staffing companies)
- ✓ Inform about events and courses
- ✓ Advertise at member prices
- ✓ Complete your posts with photos, videos, etc.
- ✓ Free posts of ads on machines, products and services under the heading "Buy and Sell"



**Membership 8.800 SEK/year**

# MEMBERSHIP

**BUSINESS PORTAL - Advertising, company news etc.**



**Publish company news**

**Data**

Kontakt/person (valts)

Välj den person i ditt företag som ska fungera som kontaktperson. Personen kommer bland annat att få nyhet. Om den önskade personen inte finns med på listan måste du först tillägga data, men var uppmärksam på att det vidvar skapandare här.

**Publicerad**

2018-09-13 (ÅÅÅÅ-mm-dd)

**Kategori**

☐ Bra att veta  
☐ Energibesparingar  
☐ Eventering  
☐ Maskiner  
☐ Nya butiker  
☐ Nytt om namn  
☐ Produktnyheter  
☐ Projekt  
☐ Övriga nyheter

**Filer**

Tips: Inlägg med bilder ses i genomsnitt mer än dubbelt så många gånger som inlägg utan bilder.

**Blåder** (valts)

Välj fil - Ingen fil vald  
 JPG, PNG, GIF - Max 5 mb per fil  
 Du kan ladda upp max 20 bilder.

**Kataloger mm.** (valts)

Välj fil - Ingen fil vald  
 PDF, DOC, ZIP - Max 10 mb per fil  
 Du kan ladda upp max 5 kataloger.

**Video** (valts)

http://  
 Ange länken till en YouTube/Vimeo video som visas tillsammans med ditt inlägg.

**Text**

Överskrift

Resumé

Beskrivning

## NEWS FROM THE MEMBERS

## NEWS FROM THE EDITORS



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

**See the number of views**

| Överskrift  | Publicerad  | Antal klick | Portal   |                  |
|---|-------------|-------------|--|------------------|
| Constructor lanserar appen RackCheck                            | 2018-sep-12 | 113         | Metal Supply SE<br>Food Supply SE<br>Building Supply SE<br>Entreprenad<br>Verkstäderna | Redigera Ta bort |
| Plockstationer & Lean Ställage TRILLO                           | 2018-jun-15 | 909         | Metal Supply SE<br>Food Supply SE<br>Building Supply SE<br>Entreprenad<br>Verkstäderna | Redigera Ta bort |
| Nytt namn förstärker positionen som ledande förvaringsproducent | 2018-mar-19 | 804         | Metal Supply SE<br>Food Supply SE<br>Building Supply SE<br>Entreprenad<br>Verkstäderna | Redigera Ta bort |
| Automatisering för E-handel                                     | 2018-mar-15 | 1981        | Metal Supply SE<br>Food Supply SE<br>Building Supply SE<br>Entreprenad<br>Verkstäderna | Redigera Ta bort |
| Begagnad IPN Paternoster till salu                              |             |             | Verkstäderna   |                  |
| El-teknikad TENNIKER  | 2018-feb-07 | 2866        | Metal Supply SE<br>Food Supply SE<br>Building Supply SE<br>Entreprenad<br>Verkstäderna | Redigera Ta bort |

## 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.

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

1 top advert in newsletter

2 middle adverts in newsletter

2 bottom adverts in newsletter

1 year membership

**22.000 SEK**

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.

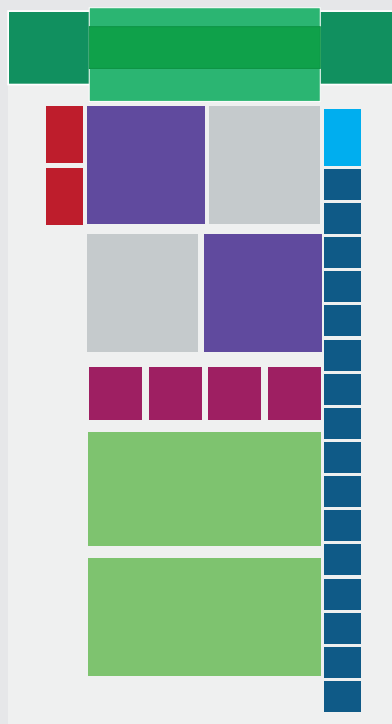
### Animated banners:

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



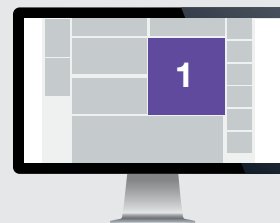
Corner banner  
200x300 px



Side banner  
200x175 px



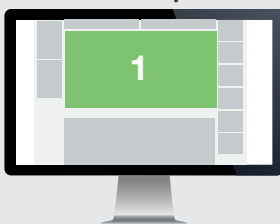
Content banner - Front page  
230x230 px



Campaign banner - Front page  
480x480 px



Campaign banner - Front page  
480x480 px

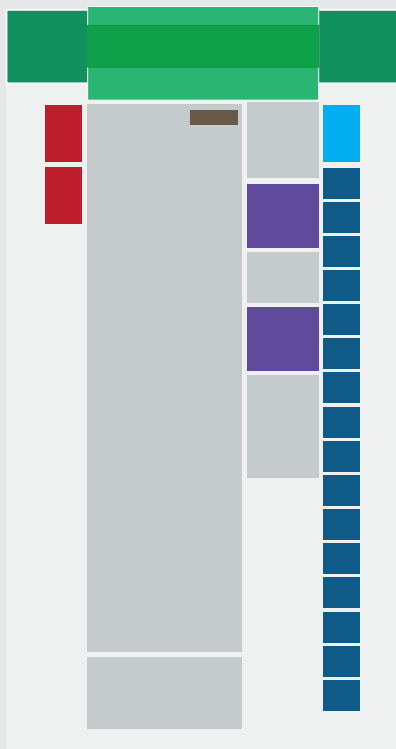


Giga banner - Front page  
980x480 px



Giga banner - Front page  
980x480 px

## Article page



**Top banner**  
930x180 px



**Billboard**  
980x540 px



**Top banner Full Size**  
1800x450 px



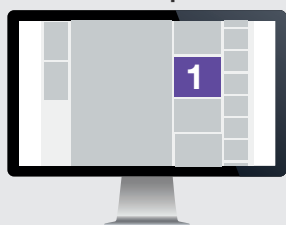
**Sticky banner**  
240x400 px



**Corner banner**  
200x300 px



**Side banner**  
200x175 px



**Campaign banner**  
Article page  
300x250 px



**Campaign banner**  
Article page  
300x250 px



**Title banner**  
Article page  
200x60 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 **12.000 SEK**

Front page + all other pages **12.000 SEK**

### Billboard

Static or animated, max 150 Kb

Article page **25.500 SEK**

Front page + all other pages **25.500 SEK**

### Top banner Full Size

Static, max 250 Kb

Article page **29.500 SEK**

Front page + all other pages **29.500 SEK**

### Sticky banner

Static or animated, max 90 Kb

Article page **10.000 SEK**

Front page + all other pages **10.000 SEK**

### Corner banner

Static or animated, max 70 Kb.

Article page **6.500 SEK**

Front page + all other pages **6.500 SEK**

### Side banner

Static or animated, max 40 Kb

Article page **2.000 SEK**

Front page + all other pages **2.000 SEK**

### Content banner – Front page

Static, max 55 Kb

Front page **3.750 SEK**

### Campaign banner pos 1

Static or animated, max 75 Kb

Front page 480x480 px **9.500 SEK**

Article page 300x250 px **7.750 SEK**

Other pages 300x250 px **3.900 SEK**

### Campaign banner pos 2

Static or animated, max 75 Kb

Front page 480x480 px **7.000 SEK**

Article page 300x250 px **6.000 SEK**

Other pages 300x250 px **3.000 SEK**

### Giga banner pos 1

Static or animated, max 150 Kb

Front page **12.000 SEK**

### Giga banner pos 2

Static or animated, max 150 Kb

Front page **7.000 SEK**

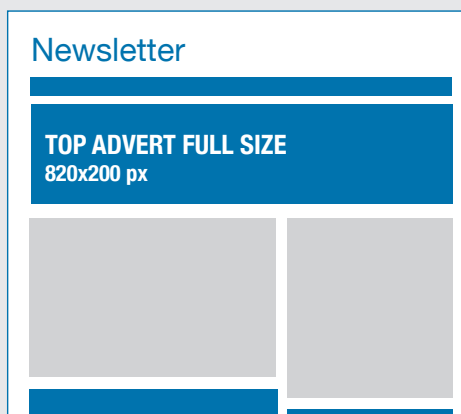
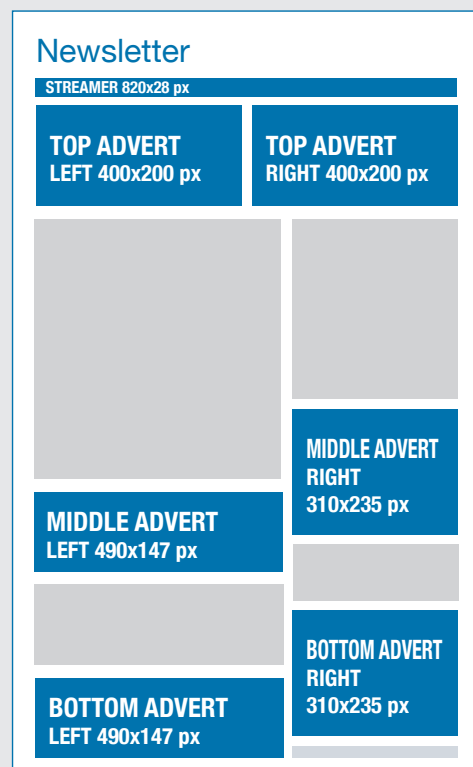
### Title banner – Article page

Static, max 20 Kb

Article page **13.000 SEK**

# ADVERTISING IN THE NEWSLETTER

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



**14.000 recipients  
of the newsletter  
3 times a week!**

**Sponsored article  
15.000 SEK/week**

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

**NEWS FROM  
THE EDITORS**

**NEWS  
FROM THE  
MEMBERS**



## Streamer

Static

Jpg, gif, png – max. 50 Kb

Price per week **11.250 SEK**

## Top advert

Static

Jpg, gif, png – max. 50 Kb

Price per mailing **3.000 SEK**

## Top advert – Full size

Static

Jpg, gif, png – max. 50 Kb

Price per mailing **6.000 SEK**

## Middle advert

Static

Jpg, gif, png – max. 50 Kb

Price per mailing **2.000 SEK**

## Bottom advert

Static

Jpg, gif, png – max. 50 Kb

Price per mailing **1.500 SEK**

**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 with an audience of 7.500 all over the Nordic countries.**

**We are now covering development of Medical treatments, from idea all the tough way through society to the patient.**

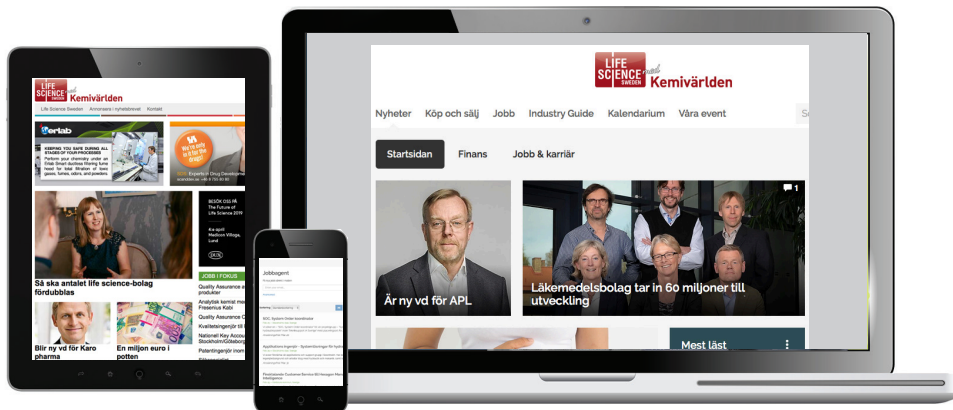
## We cover

- 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 and all members of SwedenBIO and SwedNanoTech. We reach the companies that need recruitment, advertising, sales companies, contract manufacturers, patents and regulatory, market access and legal advice.





# Increase your visibility online with our packages

## Constant presence

### Package 1

- 12 months Campaign banner pos. 1 (front page) or Sticky banner (optional page)
- 1 year membership (self service)

**122.800 SEK**

The period of 12 months includes July.

### Package 2

- 12 months Corner banner (optional page)
- 1 year membership (self service)

**86.800 SEK**

The period of 12 months includes July.

### Package 3

- 12 months Content banner (front page)
- 1 year membership (self service)

**59.000 SEK**

The period of 12 months includes July.

### Package 4

- 12 months Side banner (optional page)
- 1 year membership (self service)

**32.800 SEK**

The period of 12 months includes July.

## Impact - advertising packages

### Toppbanner Full Size

1 month (optional page)  
**29.500 SEK**

### Native

1 = **15.000 SEK**  
(1 week)  
3 = **40.000 SEK**  
(3 weeks, different content)

### Top advert in the newsletter

1 = **3.000 SEK**  
5 = **13.000 SEK**  
10 = **25.000 SEK**

Membership 8.800 SEK/year  
Membership+ 13.800 SEK/year

Self service  
• We contact the customer about news 4 times/year. The news is published in the section "News from Members".  
• We publish 10 ads on machines, products, services etc. Text and images are collected from the company's website.  
Self service (5.000 SEK in addition for Membership+)  
Self service (5.000 SEK in addition for Membership+)

Membership 2 3.500 SEK/year  
Membership 3 2.900 SEK/year

# 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 stay too long on the website become dead surface and is not read.

## Why Native

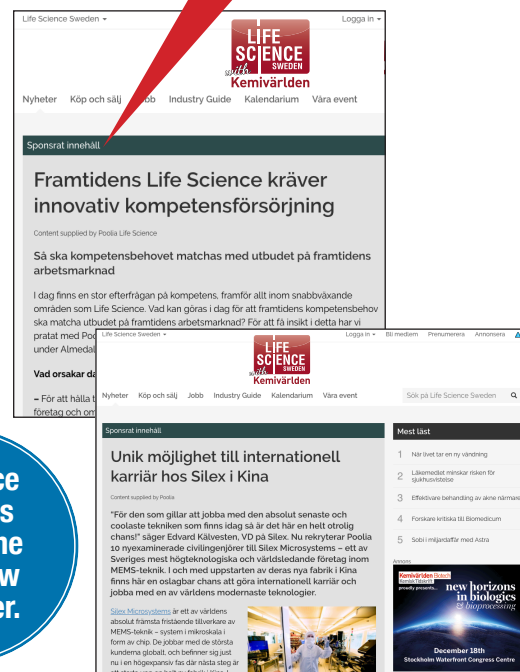
- ✓ **Native articles are published in an editorial environment**  
They fit into the context and engages readers to access the content. The native article is easily shared on social media to the target group.
- ✓ **More space to describe products and services**  
than traditional banners can achieve.
- ✓ **Native give readers a good ad experience**  
Native advertising is sponsored text on the web that is marked "sponsored" as it appears on website. The content is designed as if it's a natural part of the platform.

Price 15 000 SEK/week .....

## Produce Native articles

- ✓ As an advertiser you provide us with facts and images.
- ✓ We write and design your advertisement in an editorial manner according to a complete concept.
- ✓ Images should be at least 700x310 pixels.

Native advertising marked as "Sponsored"



The price includes telephone interview by writer.

For more information about native advertisement - contact our sales department.

