

MEDIA INFO 2020

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 8.000 all over the Nordic countries. We are now covering the new chemistry and molecular biology that is 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
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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, chemical and nanotech industry. 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.

Lab & Diagnostics of The Future

June 4th in Stockholm. labdiagnostics.eu

The Future of Swedish & Danish Life Science

September 29th in Lund. swedishdanishlifescience.se

New Updates in Drug Formulation & Bioavailability

September 30th in Copenhagen.

formulationsbioavailability.com

Bioscience – Research through Innovative Technologies

November 10th in Stockholm. bioscienceevent.com

Pharma Outsourcing – Find the right partner

December 10th in Stockholm. pharmaoutsourcing.eu

New Horizons in Biologics & Bioprocessing

December 16th in Stockholm. bioprocessing.se



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Publishing schedule 2020

ISSUE	PUBLISHING DATE	MATERIAL DATE	TRADE FAIR*/SPECIAL THEME (in addition to standing themes**)
1	Feb 10th	Jan 20th	The Swedish Life Science Industry Guide (special theme section)
2	May 18th	April 24th	Lab & Diagnostics of The Future, June 4th, Stockholm
3	Sept 14th	Aug 24th	"Theme labtech" – special theme section The Future of Swedish & Danish Life Science, Sept 29th, Lund New Updates in Drug Formulation & Bioavailability, Sept 30th, Copenhagen Bioscience – Research through Innovative Technologies, Nov 10th, Stockholm
4	Nov 16th	Oct 26th	Pharma Outsourcing – Find the right partner, Dec 10th, Stockholm – also special theme section in English New Horizons in Biologics & Bioprocessing, Dec 16th, Stockholm

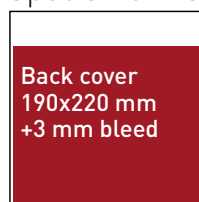
* The magazine will be handed out to all delegates at associated event in addition to the regular subscribers. Hence the circulation is extended with 120-2.000 copies.

** 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

Spread 380x250 mm + 3 mm bleed	1/1-page 190x250 mm +3 mm bleed	1/2-page vertical 77x225 mm	1/2-page horizontal 158x105 mm
SEK 69.400	SEK 33.600	SEK 24.900	SEK 24.900

Special format cover



SEK 36.100

Special format advert page

1/4 page vertical 77x105 mm	1/8 page 77x50 mm
1/4 page horizontal 158x50 mm	

SEK 14.500

SEK 14.500

SEK 17.600 page 3 (horizontal format)

SEK 9.200

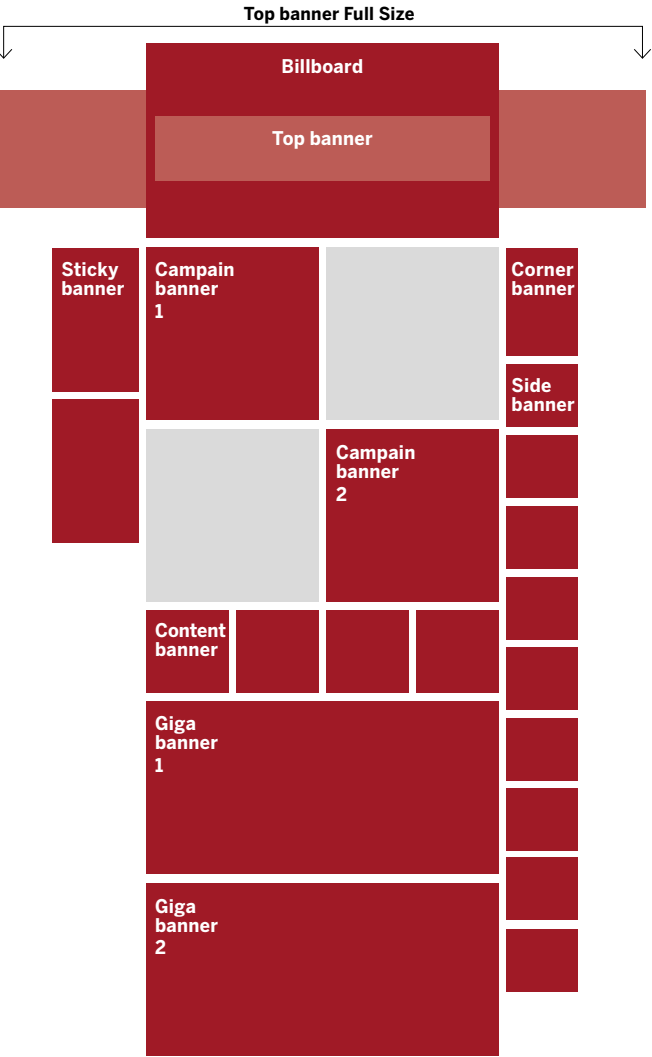
Company presentation in the The Swedish Life Science Industry Guide (see page 4 for more info) SEK 14.500/year

Inserts

Unbound supplement,
max 190x250 mm, max 40 gram
2 pages SEK 26.900
4 pages SEK 30.300
8 pages SEK 34.100

Format & Prices web/newsletter

Start page, prices per month

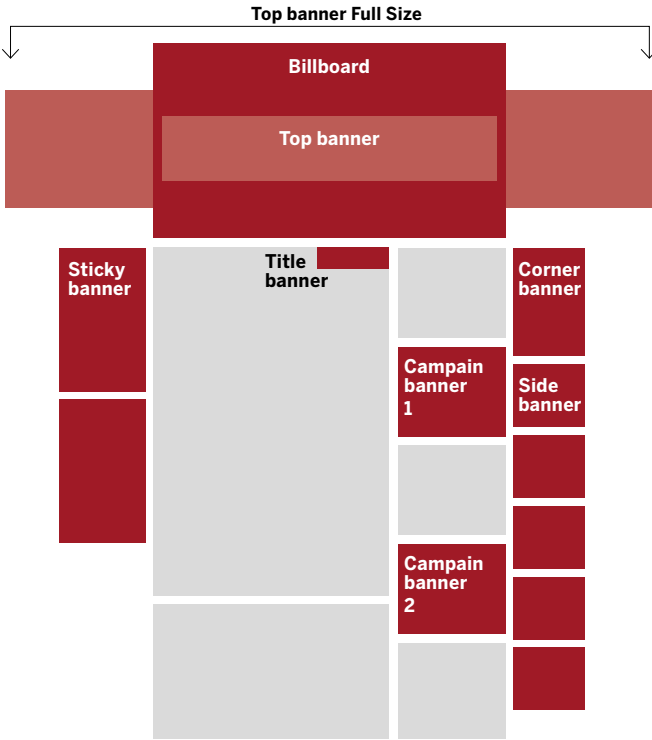


Top banner Full Size 1800x450 px, static, max 250 kb	SEK 59.000
Billboard 980x450 px, static or animated, max 150 kb	SEK 51.000
Top banner 930x180 px, static or animated, max 70 kb	SEK 26.000
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 22.000
Corner banner 200x300 px, static or animated, max 70 kb	SEK 17.000
Side banner 200x175 px, static or animated, max 40 kb	SEK 14.000
Content banner 230x230 px, static, max 55 kb	SEK 9.500
Campaign banner 1 480x480 px, static or animated, max 75 kb	SEK 22.000
Campaign banner 2 480x480 px, static or animated, max 75 kb	SEK 19.000
Giga banner 1 980x480 px, static or animated, max 150 kb	SEK 24.000
Giga banner 2 980x480 px, static or animated, max 150 kb	SEK 16.000

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

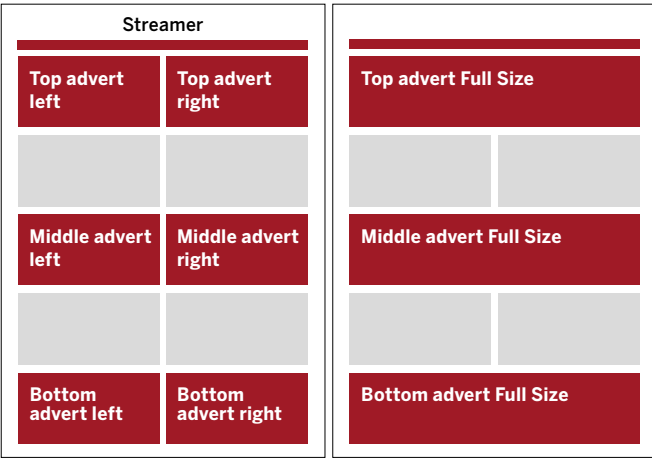


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Top banner 930x180 px, static or animated, max 70 kb	SEK 26.000
Sticky banner 240x400 px, static or animated, max 90 kb	SEK 22.000
Corner banner 200x300 px, static or animated, max 70 kb	SEK 17.000
Side banner 200x175 px, static or animated, max 40 kb	SEK 14.000
Campaign banner 1 300x250 px, static or animated, max 75 kb	SEK 19.500
Campaign banner 2 300x250 px, static or animated, max 75 kb	SEK 16.000
Title banner 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



Streamer 820x28 px	SEK 23.500*
Top advert Full Size 820x200 px	SEK 13.000
Top advert 400x200 px	SEK 7.000
Middle advert Full Size 820x200 px	SEK 10.000
Middle advert 400x200 px	SEK 5.000
Bottom advert Full Size 820x200 px	SEK 8.000
Bottom advert 400x200 px	SEK 4.000

*Price per week

File types Jpg, gif or png. Max 50 kb.
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 up to 1 month

SEK 17.500

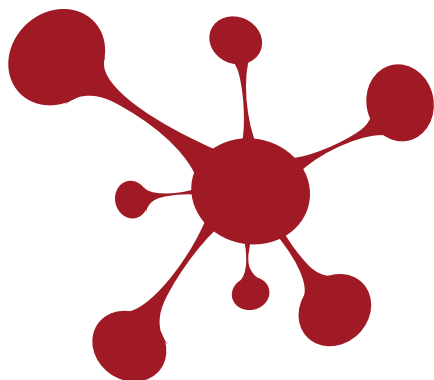
Membership
SEK 9.900/year

Gives you 50% discount on digital advertising.

For more info mail to

maria.eriksson@nordiskemedier.se

14.300 recipients three times a week



THE SWEDISH LIFE SCIENCE INDUSTRY GUIDE

The Swedish Life Science Industry Guide 2021

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. 2021 edition of the Swedish Life Science Industry Guide is the seventeenth 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 with Kemivärlden – both online searchable with Google and in printed form in issue no. 1 2021 of Life Science Sweden with Kemivärlden with a circulation of about 9,500 copies. The Guide is distributed at Life Science Sweden with Kemivärlden's event. It is also published on lifesciencesweden.se.



Instructions for participation in the Swedish Life Science Industry Guide 2021

The company presentation includes...

1/3 page in our international issue no. 1 in English (extended circulation of 9.500 copies)

+ a presentation under Industry Guide on 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 15.500



www.lifesciencesweden.se