LIFE SCIENCE FOCUS

LEADING IN NEWS AND EVENTS SINCE 2002

Media Info

2027

Leading in news and events

Life Science Focus, formerly Biotech Sweden and Biotech Scandinavia, has been published for over 20 years and is one of the leading life science magazines 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 Focus is published four times this year and **lifesciencefocus.com** 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 events including exhibitions and 1-2-1 partnering

2. Magazine Life Science Focus in English including The Swedish Life Science Industry Guide/year in issue no. 1

3. 6 newsletters/week in English to 28 000 recipients

4. News Portal lifesciencefocus.com (70.000 unique page views/month)

5. Membership

Our reach across the Nordics and Baltics:
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.

Acting News Editor Ella Käck
+46 (0)79-337 19 60
ella.kack@nordisksemedier.se

Register for our free newsletter on lifesciencefocus.com !

Our congresses 2027

7 annual international partnering events including exhibitions and 1-2-1 partnering

Bioscience – Groundbreaking Research & Diagnostic
March 18, Gothenburg. **bioscienceevent.com**

New Updates in Drug Formulation & Bioavailability
April 14, Copenhagen. **formulationsbioavailability.com**

The Future of Swedish & Danish Life Science
April 15, Lund. **swedishdanishlifescience.se**

New Horizons in Biologics & Bioprocessing
– including Advanced Therapies
May 27, Copenhagen. **bioprocessing.se**

Bioscience – Groundbreaking Research & Diagnostic
October 21, Stockholm. **bioscienceevent.com**

Pharma Outsourcing – Find the right partner
December 1, Stockholm. **pharmaoutsourcing.eu**

New Horizons in Biologics & Bioprocessing
– including Advanced Therapies
December 9, Stockholm. **bioprocessing.se**

Maria Eriksson
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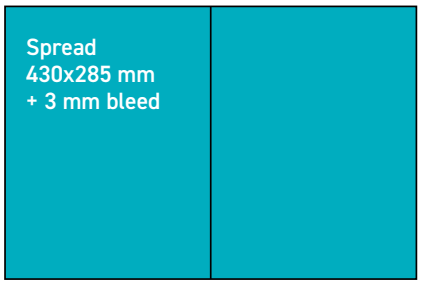
Publishing schedule 2027

Issue	Publishing date	Material date	Themes and congresses*
1	Feb 24	Feb 3	SPECIAL/EXTRA LARGE EDITION på nr. 1. 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 New Horizons in Biologics & Bioprocessing – including Advanced Therapies, May 27, Copenhagen
2	May 26	May 5	Women's Health
3	Sept 30	Sep 9	Vaccines Events: Bioscience – Groundbreaking Research & Diagnostics Oct 21, Stockholm
4	Dec 1	Nov 10	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 event in addition to the regular subscribers. Hence the circulation is extended with 120-2.000 copies.

Adverts and advertorials format and prices



7 675 EUR

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

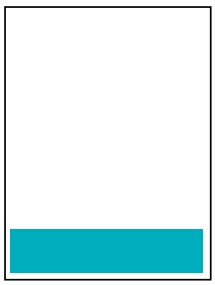
2 pages EUR 3 690
4 pages EUR 3 990
8 pages EUR 4 390

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

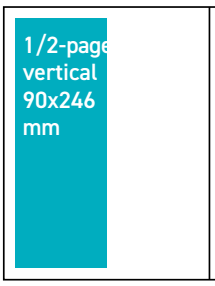
Back-cover: EUR 5 400
1/1 page: EUR 4 900

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

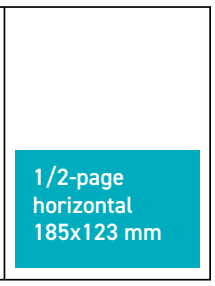
The inside front cover: EUR 4 950
The inside back cover: EUR 4 950



EUR 3 350
Only Front Page

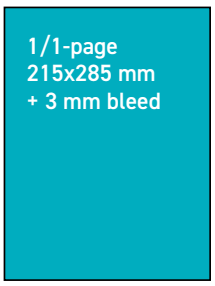


EUR 3 400



EUR 3 400

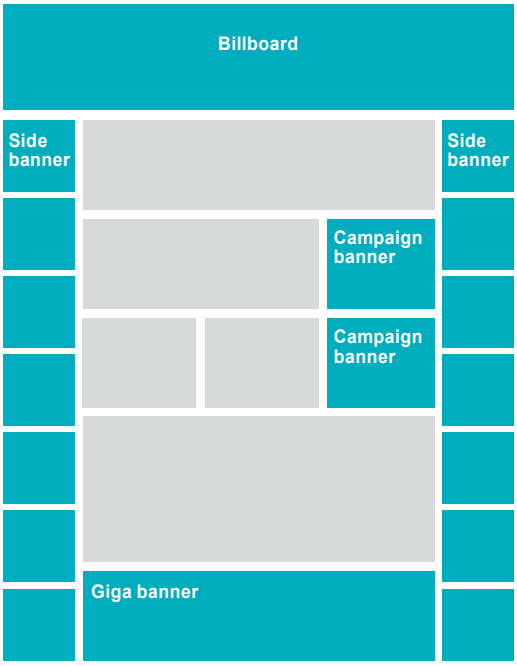
EUR 5 200



EUR 4 900

Format & Prices web/newsletter

Web page, prices per month



Billboard
1568x540px (desktop 1), 980x340px (desktop 2), 360x125px (mobile)
static/animated, max 150 kb ..... EUR 6 200

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

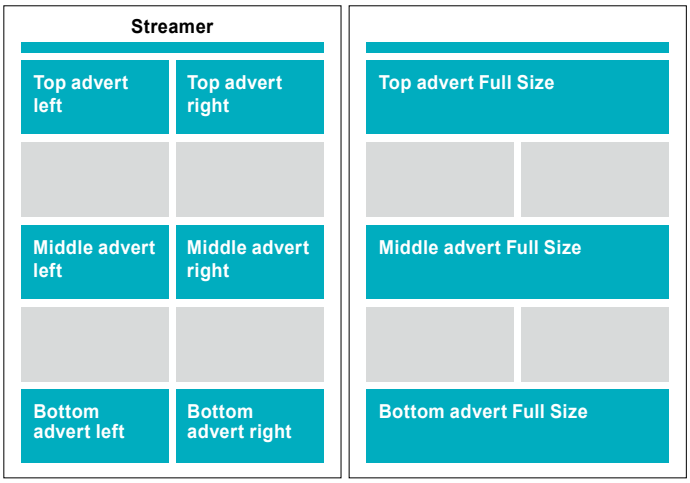
Campaign banner 300x250 px, static/animated, max 70 kb..... EUR 2 795

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 1 110
Bottom advert 400x200 px..... EUR 1 110

*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 659/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 7 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 Swedish Life Science Industry Guide 2027

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 2027 edition is the twentieth 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 Focus – both online searchable with Google and in printed form in issue no 1. This issue is distributed at all of Life Science Focus' 7 annual international partnering-congresses in 2027. It is also published on **lifesciencefocus.com** with 70,000 page views/month!

Offer for The Swedish 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 1005

Alt. B

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

EUR 500

LIFE SCIENCE FOCUS

Native Advertisement

Sponsored articles on the web

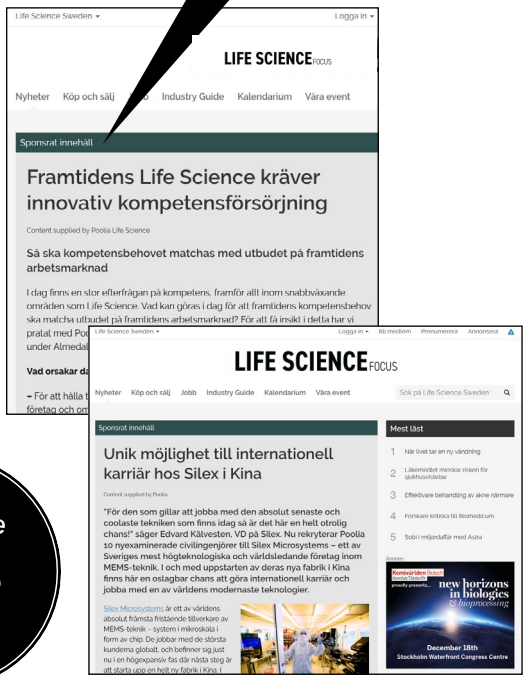
Note!

- ✓ The sponsored text should be relevant to the target group and add 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 advertisments are sponsored online articles marked "sponsored" as they appear on the website. The content is designed as a natural part of the platform.

Native advertising marked as "Sponsored"



Price 3 699 EUR for native-article one week on lifesciencefocus.com (70 000 unique page views/month) + in one of our newsletters (27 000 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.

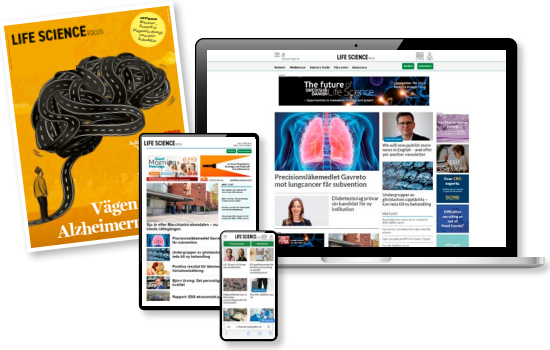
For more information about native articles/advertising and booking contact
Maria Eriksson | maria.eriksson@nordiskemedier.se | +46 (0)70 874 18 34

LIFE SCIENCE FOCUS

Become a member of Life Science Focus!

Become a member of Life Science Focus and optimize your communication and marketing to researchers and the Nordic life science industry.

We are unique since we offer a complete communication platform online, by our magazine and through our 7 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.



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 1 659/year

Meet your next business partner at our events:

The future of SWEDISH & DANISH Life Science
swedishdanishlifescience.se

Bioscience Groundbreaking Research & Diagnostics
bioscienceevent.com

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