

LEADING IN NEWS AND EVENTS

# MEDIA INFO 2023

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



# Leading in news and events

Our magazine **Life Science Sweden** is the leading and most well known life science magazine in the Nordics. We cover research, science and the 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 four times each year and [lifesciencesweden.se](http://lifesciencesweden.se) is updated several times every day with the most current and relevant news. Our newsletters are sent to 15.500 recipients four times a week. Every year we organize 6-7 international partnering-events. Our unique communication platform includes:

1. 6 annual international partnering-events
2. Magazine Life Science Sweden (3 issues in Swedish/year + 1 international issue in English/year)
3. The Swedish Life Science Industry Guide
4. 5 Newsletters/week (15.500 recipients of the Swedish newsletter + 10.100 recipients of the international newsletter in English)
5. News portal [lifesciencesweden.se](http://lifesciencesweden.se)
6. Podcast "Life Science-podden" 4 times/year
7. Membership

Editor in Chief **Samuel Lagercrantz**

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



## Our events 2023

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

April 12th, Stockholm. [labdiagnostics.eu](http://labdiagnostics.eu)

### New Updates in Drug Formulation & Bioavailability

September 6th, Copenhagen

[formulationsbioavailability.com](http://formulationsbioavailability.com)

### The Future of Swedish & Danish Life Science

September 7th, Lund. [swedishdanishlifescience.se](http://swedishdanishlifescience.se)

### Bioscience – Research & Diagnostics through Innovative Technologies

November 8th, Stockholm. [bioscienceevent.com](http://bioscienceevent.com)

### Pharma Outsourcing – Find the right partner

December 5th, Stockholm. [pharmaoutsourcing.eu](http://pharmaoutsourcing.eu)

### New Horizons in Biologics & Bioprocessing

December 14th, Stockholm. [bioprocessing.se](http://bioprocessing.se)

**These are the people we reach:** Procurers, politicians at the regional 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. The industries we reach include recruitment, advertising, sales, contract manufacturers, patents and regulatory, market access and legal advice.



Business Development  
Manager/Founder Events/  
Event Managing Director  
**Maria Eriksson**

+46 (0)70-874 18 34

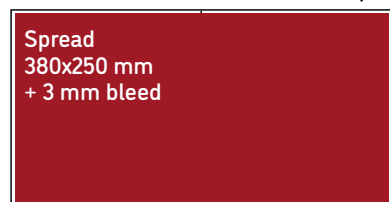
[maria.eriksson@nordiskemedier.se](mailto:maria.eriksson@nordiskemedier.se)

## Publishing schedule 2023

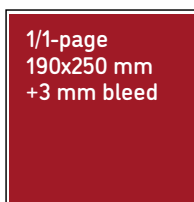
ISSUE	PUBLISHING DATE	MATERIAL DATE	TRADE FAIR*/SPECIAL THEME
1	Feb 28th	Feb 7th	<b>International issue in English</b> Lab & Diagnostics of the Future, April 12th, Stockholm
2	May 16th	April 24th	<b>New Updates in Drug Formulation &amp; Bioavailability</b> , Sept 6th, Copenhagen <b>The Future of Swedish &amp; Danish Life Science</b> , Sept 7th, Lund
3	Sept 15th	Aug 25th	<b>Bioscience – Research &amp; Diagnostics through Innovative Technologies</b> , Nov 8th, Stockholm <b>Pharma Outsourcing – Find the right partner</b> , Dec 5th, Stockholm
4	Dec 12th	Nov 21st	<b>New Horizons in Biologics &amp; Bioprocessing</b> , Dec 14th, 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.

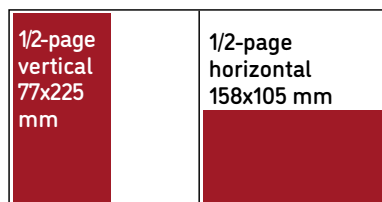
## Adverts format & prices



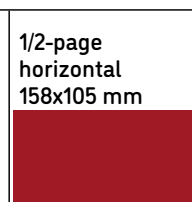
SEK 73.600



SEK 36.400



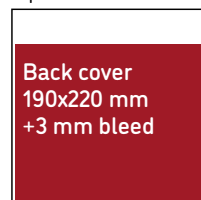
SEK 27.200



SEK 27.200

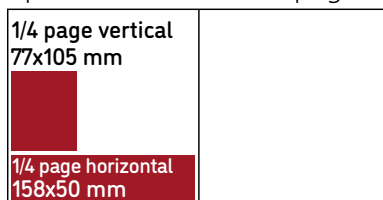


### Special format cover



SEK 38.300

### Special format advert page



SEK 15.300

SEK 15.300



SEK 18.600 page 3 (horizontal format)

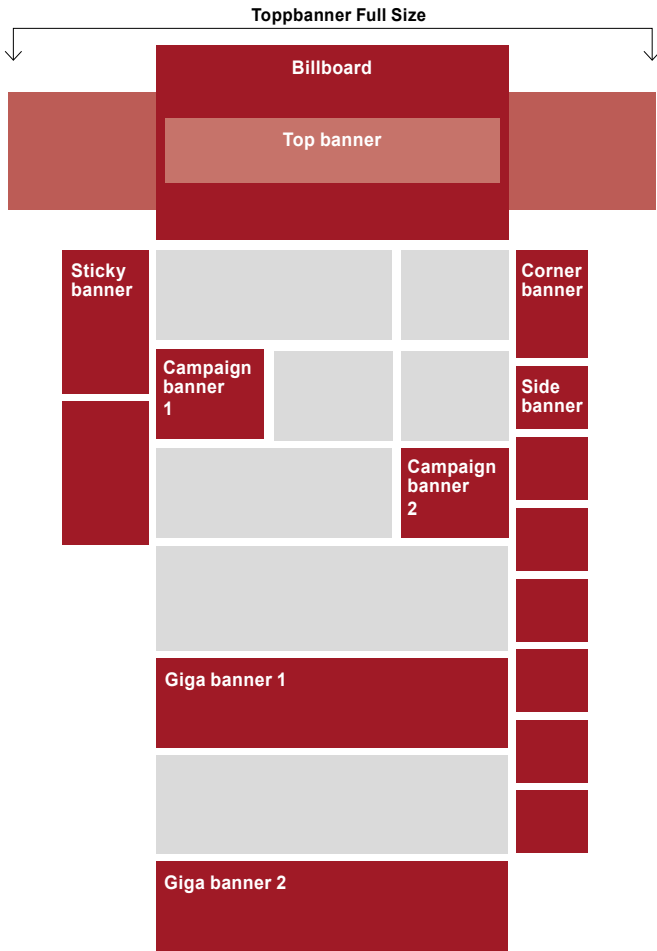
**Company presentation in The Swedish Life Science Industry Guide (see page 4 for more info)** SEK 17.500/year

### Inserts

Unbound supplement,  
max 175x245 mm, max 40 gram  
2 pages SEK 31.900  
4 pages SEK 34.800  
8 pages SEK 38.300

# Format & Prices web/newsletter

## Start page, prices per month



<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....	SEK 60.800
<b>Billboard</b> 980x540 px, static or animated, max 150 kb .....	SEK 52.500
<b>Top banner</b> 930x180 px, static or animated, max 70 kb .....	SEK 33.900
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....	SEK 23.700
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....	SEK 20.600
<b>Side banner</b> 200x175 px, static or animated, max 40 kb .....	SEK 19.600
<b>Campaign banner 1*</b> 300x250 px, static or animated, max 70 kb ...	SEK 23.700
<b>Campaign banner 2**</b> 300x250 px, static or animated, max 70 kb ..	SEK 21.700
<b>Giga banner 1</b> 930x250 px, static or animated, max 70 kb .....	SEK 21.700
<b>Giga banner 2</b> 930x250 px, static or animated, max 70 kb .....	SEK 19.600

\* 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.

Design of the ads are included in the price  
(one proof, then SEK 1.000 per started hour).

Sticky banner, corner banner and  
side banner are only showed  
on desktop.

## Membership SEK 14.200/year

Gives you 50% discount  
on digital advertising etc.

For more info email:

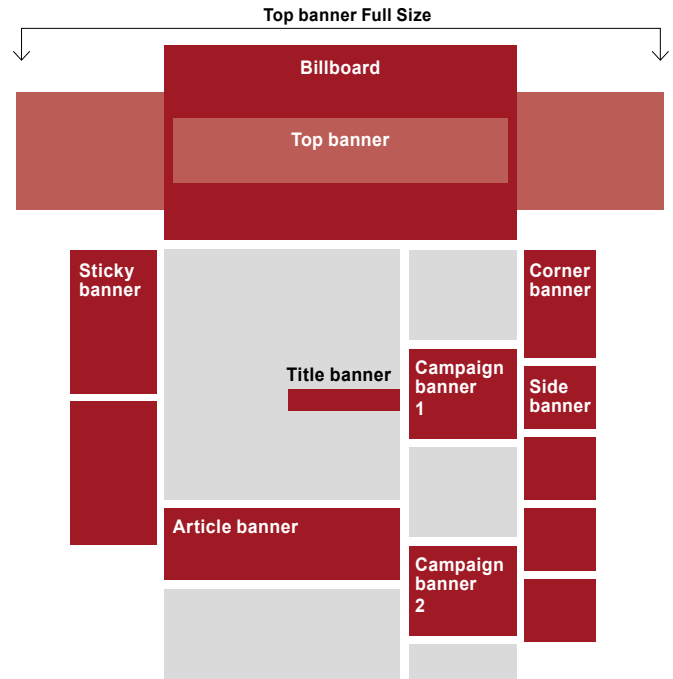
[maria.eriksson@nordiskemedier.se](mailto:maria.eriksson@nordiskemedier.se)

**Find the right  
people!**

Job ad on the web and  
in the newsletters  
up to 1 month

**SEK 20.500**

## Article page, prices per month



<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....	SEK 60.800
<b>Billboard</b> 980x540 px, static or animated, max 150 kb .....	SEK 52.300
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<b>Campaign banner 1</b> 300x250 px, static or animated, max 75 kb .....	SEK 23.700
<b>Campaign banner 2</b> 300x250 px, static or animated, max 75 kb .....	SEK 21.700
<b>Title banner</b> 300x60 px, static max 20 kb .....	SEK 21.700
<b>Article banner</b> 660x200 px, static or animated, max 100 kb .....	SEK 21.700

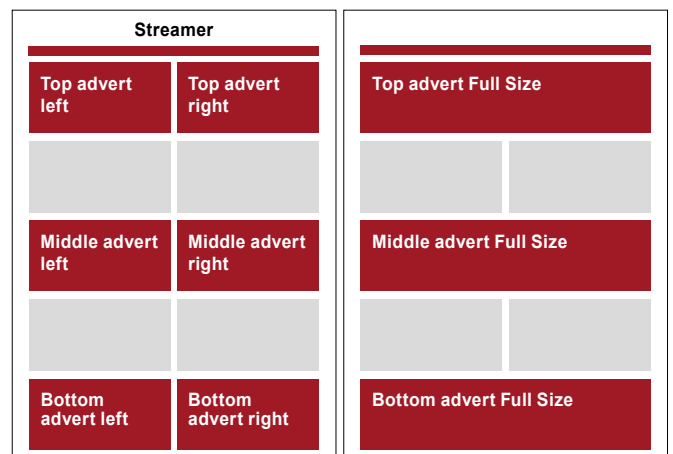
### File types

Static jpg, animated gif, Html (zip-file) Script. All banners must be responsive.

Animations should keep within 20 seconds. Design of the ads are included in the price (one proof, then SEK 1.000 per started hour)

Sticky banner, corner banner and side banner are only showed on desktop.

## Newsletter, prices per day



<b>Streamer</b> 820x28 px .....	SEK 24.200*
<b>Top advert Full Size</b> 820x200 px .....	SEK 18.600
<b>Top advert</b> 400x200 px .....	SEK 9.900
<b>Middle advert Full Size</b> 820x200 px .....	SEK 13.500
<b>Middle advert</b> 400x200 px .....	SEK 7.300
<b>Bottom advert Full Size</b> 820x200 px .....	SEK 10.300
<b>Bottom advert</b> 400x200 px .....	SEK 5.700

\*Price per week

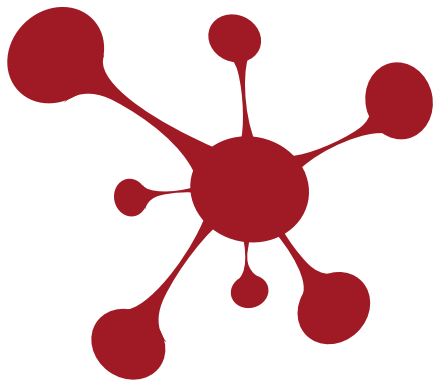
**File types** Jpg, gif or png. Max 50 kb.

All banners must be static. Design of the ads are included in the price (one proof, then SEK 1.000 per started hour)

**5**

**Newsletters/week**  
(15.500 recipients of the  
Swedish newsletter +  
10.100 recipients of the  
international news-  
letter in English)





## The Swedish Life Science Industry Guide 2022

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. The 2022 edition is the eighteenth 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 issue no.1 2022 of Life Science Sweden. This issue is distributed at all of Life Science Sweden's events 2022. It is also published on [lifesciencesweden.se](http://lifesciencesweden.se)

# THE SWEDISH LIFE SCIENCE INDUSTRY GUIDE



## Instructions for participation in the Swedish Life Science Industry Guide 2023

The company presentation includes...

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.
- 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 17.500**



[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 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.

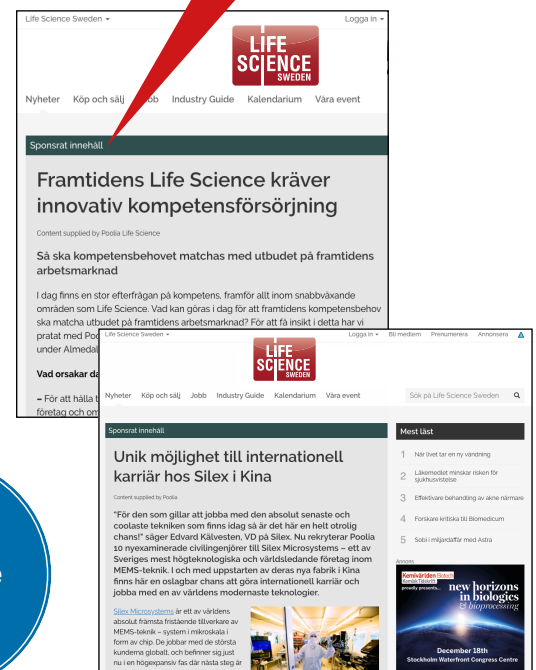
**Price SEK 30.000 for native-article one week on lifesciencesweden.se (up to 50.000 unique page views/ week) + in one of our newsletters (15.400 subscribers)**

## Produce Native articles

- ✓ You provide us with up to 2 of your images (at least 700x310 pixels).
- ✓ You choose if you will send us your own text (2.000 signs including spaces) or book a telephone interview with one of our experts in native communication.

The price includes telephone interview by writer.

### 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. We are unique since we offer a complete communication platform online, by our magazine and through our 6 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

- ✓ Free print and digital subscription of Life Science Sweden
- ✓ Free access to locked 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 (15.500 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-articles)
- ✓ 25% discount on all print advertising (including native-articles)
- ✓ 15% discount on all of our event partnering-packages (exhibiting-slots/speaking-slots and delegate packages)

**Membership SEK 14.200/year**



Meet your next business partner at our events:

**New Updates** in  
Drug Formulation  
& Bioavailability

**The future of**  
SWEDISH & DANISH  
Life Science

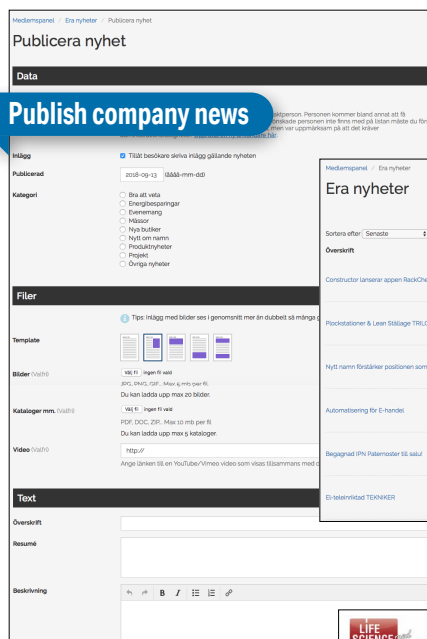
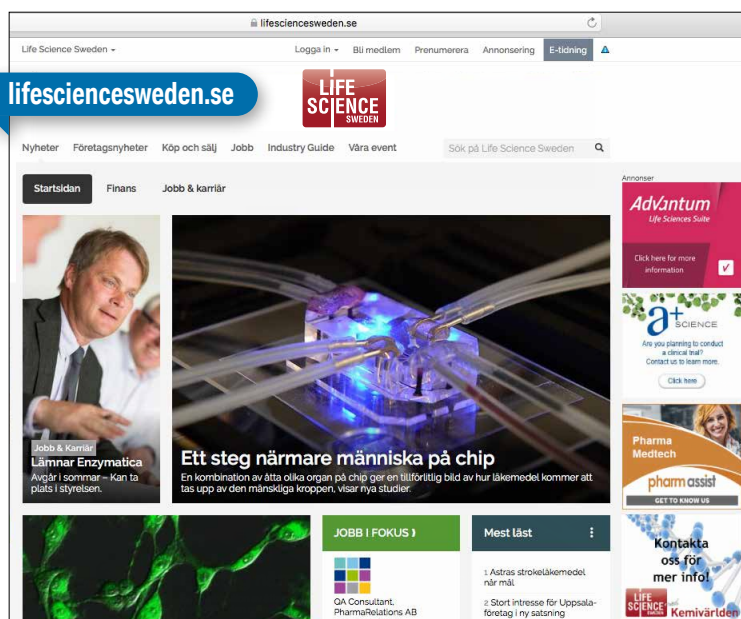


**Lab & Diagnostics**  
OF THE FUTURE

**Pharma Outsourcing**  
Find the right partner

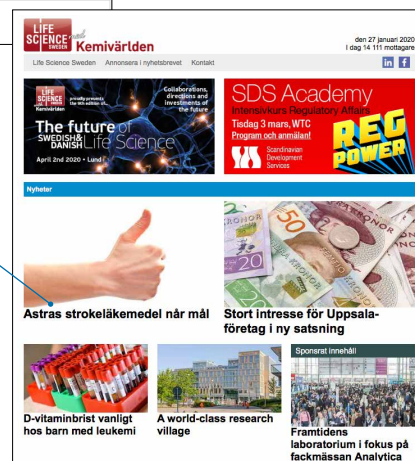
**new horizons**  
in biologics  
& bioprocessing

# MEMBERSHIP



**See the number of views**

## NEWS FROM THE EDITORS



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

## 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 (one proof, then SEK 1.000 per started hour)

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

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 locked articles on [lifesciencesweden.se](http://lifesciencesweden.se) and in our newsletters

**SEK 29.900**

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:

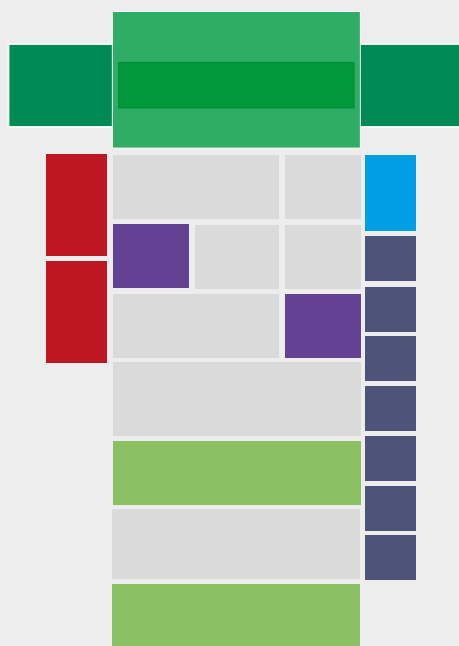
Animations should keep within 20 seconds.

**File types:** Static: jpg

Animated: gif, Html (zip-file), Script

## ADVERTISING ON THE WEBSITE

### Front page



**Top banner**  
930x180 px



**Billboard**  
980x540 px



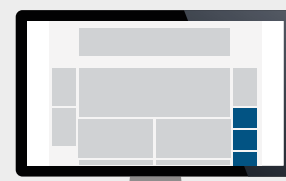
**Top banner Full Size**  
1800x450 px



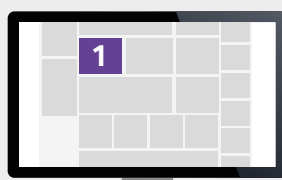
**Sticky banner**  
240x400 ppx



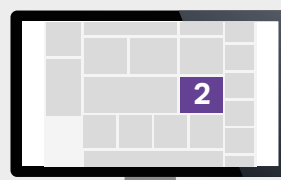
**Corner banner**  
200x300 px



**Side banner**  
200x175 px



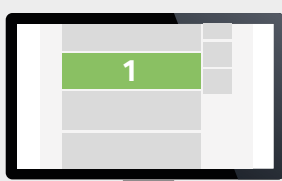
**Campaign banner 1\***  
- Front page 300x250 px



**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

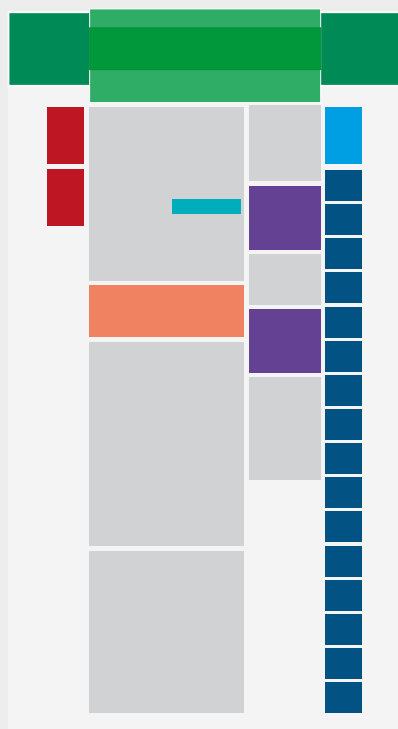


**Giga banner - Front page**  
930x250 px



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

## Article page



**Top banner**  
930x180 px



**Billboard**  
980x540 px



**Top banner Full Size**  
1800x450 px



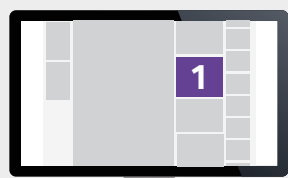
**Sticky banner**  
240x400 px



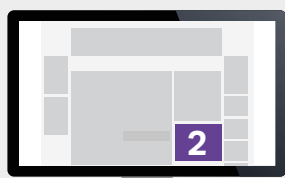
**Corner banner**  
200x300 px



**Side banner**  
200x175 px



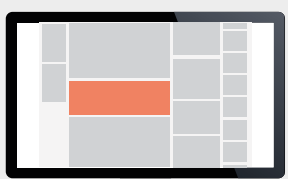
**Campaign banner**  
300x250 px



**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 16.950**

Front page + all other pages **SEK 16.950**

### Billboard

Static or animated, max 150 Kb

Article page **SEK 26.250**

Front page + all other pages **SEK 26.250**

### Top banner Full Size

Static, max 250 Kb

Article page **SEK 30.400**

Front page + all other pages **SEK 30.400**

### Sticky banner

Static or animated, max 90 Kb

Article page **SEK 11.850**

Front page + all other pages **SEK 11.850**

### Corner banner

Static or animated, max 70 Kb.

Article page **SEK 10.300**

Front page + all other pages **SEK 10.300**

### Side banner

Static or animated, max 40 Kb

Article page **SEK 9.800**

Front page + all other pages **SEK 9.800**

### Campaign banner pos 1

Static or animated, max 75 Kb

Front page **300x250 px SEK 11.850**

Article page **300x250 px SEK 11.850**

### Campaign banner pos 2

Static or animated, max 75 Kb

Front page **300x250 px SEK 10.850**

Article page **300x250 px SEK 10.850**

### Giga banner pos 1

Static or animated, max 70 Kb

Front page **SEK 10.850**

### Giga banner pos 2

Static or animated, max 70 Kb

Front page **SEK 9.800**

### Title banner – Article page

Static, max 20 Kb

Article page **SEK 10.850**

### Article banner – Article page

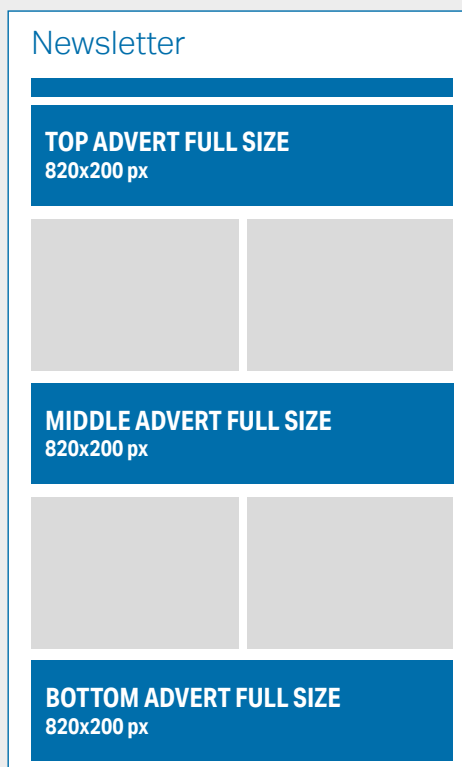
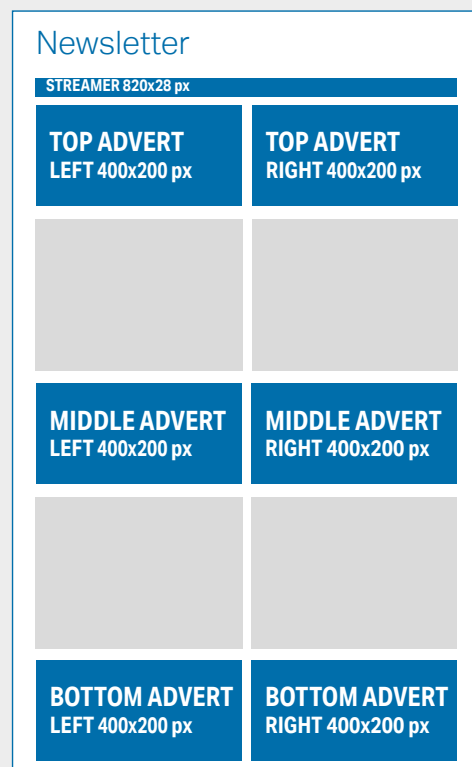
Static or animated, max 100 Kb

Article page **SEK 10.850**



# ADVERTISING IN THE NEWSLETTER

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



## 5 Newsletters/week

(15.500 recipients of the Swedish newsletter + 10.100 recipients of the international newsletter in English)

## Sponsored article

SEK 30.000/week

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

### Streamer

Price per week **SEK 12.100**

### Top advert

Price per mailing **SEK 4.950**

### Top advert Full size

Price per mailing **SEK 9.300**

### Middle advert

Price per mailing **SEK 3.650**

### Middle advert Full size

Price per mailing **SEK 6.750**

### Bottom advert

Price per mailing **SEK 2.850**

### Bottom advert Full size

Price per mailing **SEK 5.150**

Material: Static advert

File types: Jpg, gif or png

Size: Max 50 kb

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