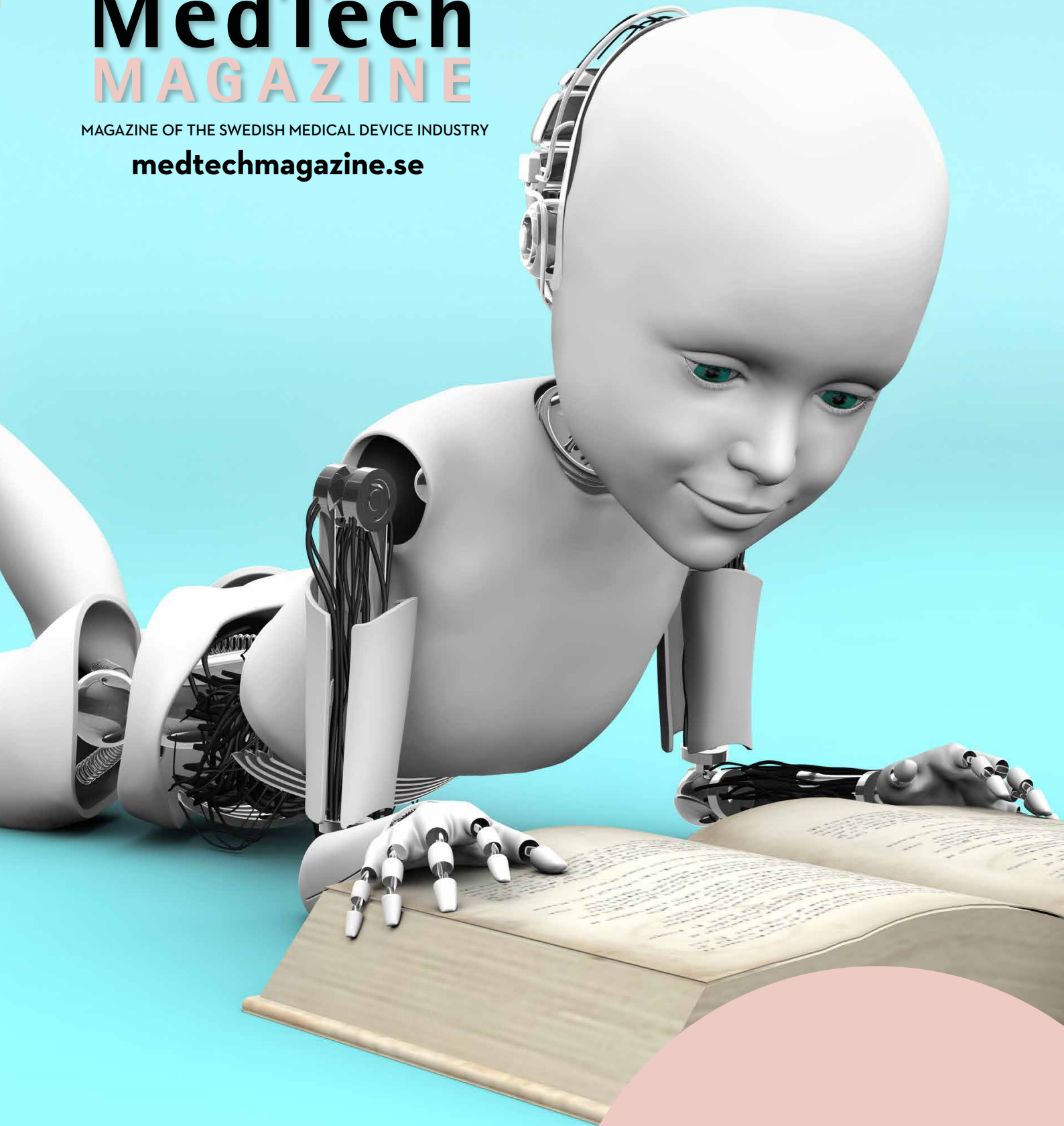


MedTech MAGAZINE

MAGAZINE OF THE SWEDISH MEDICAL DEVICE INDUSTRY

medtechmagazine.se



**Media Info
2019**

The year of MedTech 2018 – Reach out with your message

Publishing Schedule 2018

Issue	Publ. date	Material	Event
1	February 28	February 7	Gives you the list of the 100 most powerful people in the medtech world.
*	April 24	April 3	Special edition for SAMTIT at Infra City Upplands Väsby 8-10/5
2	May 29	May 8	
3	September 26	September 5	This issue will be present at Medicinteknikdagarna.
4	December 5	November 14	

Format & price

 <p>Spread 430x285 + 5 mm bleed</p>	 <p>1/1 page 215x285 + 5 mm bleed Type area 185x253 mm</p>	 <p>1/2 page 185x123 mm</p>	 <p>1/4 page vertical 90x123 mm</p>	 <p>1/4 page horizontal 185x59 mm</p>
Price SEK 39.900	Price SEK 26.900	Price SEK 16.500	Price SEK 11.500	Price SEK 11.500

Advertising

Fokus MedTech 1/8 (4 issues)

Job ad

Advertising costs do not include VAT.
Requested placement +10 %.

Material address

annons.medtech@nordiskemedier.se

Supplements

Contact Sven-Erik Bjarnesson.

Price

SEK 15.000

SEK 9.900

Exclusive!
Page 3 and 5
only

1/4 page horizontal
185x59 mm

Price SEK 14.900

Contacts



Media Manager
Sven-Erik Bjarnesson
Vendo Media AB
+46 70-486 96 11
seb@vendo-media.se



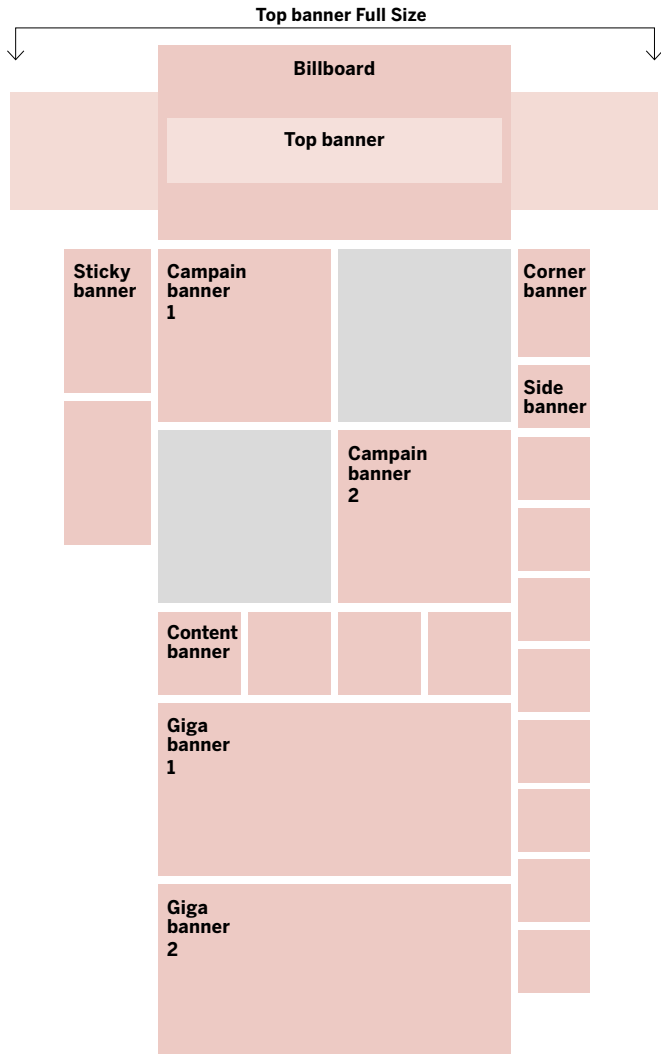
Editor-in-Chief
Hanna Brodda
+46 70-483 43 00
hanna.brodde@nordiskemedier.se

MedTech Magazine are alone
in reaching decision makers
in all medtech areas:

- Purchasers, procurers and clinicians.
- Management and industry.
- Politics and county councils.

Format & Prices web/newsletter

Start page, prices per month



Top banner Full Size 1800x450 px, static, max 250 kb.....	SEK 29.500
Billboard 980x450 px, static or animated, max 150 kb.....	SEK 25.500
Top banner 930x180 px, static or animated, max 70 kb.....	SEK 12.000
Sticky banner 240x400 px, static or animated, max 90 kb.....	SEK 10.000
Corner banner 200x300 px, static or animated, max 70 kb.....	SEK 6.500
Side banner 200x175 px, static or animated, max 40 kb.....	SEK 2.000
Content banner 230x230 px, static, max 55 kb.....	SEK 3.750
Campaign banner 1 480x480 px, static or animated, max 75 kb.....	SEK 9.500
Campaign banner 2 480x480 px, static or animated, max 75 kb.....	SEK 7.000
Giga banner 1 1980x480 px, static or animated, max 150 kb.....	SEK 12.000
Giga banner 2 980x480 px, static or animated, max 150 kb.....	SEK 7.000

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.

Native annonsering

Native Advertising is a sponsored text on medtechmagazine.se that is marked as an ad. The content is designed so that the reader perceives it as a natural part of the platform. The sponsored content should, for maximum effect, be relevant to the target audience and add value to the reader.

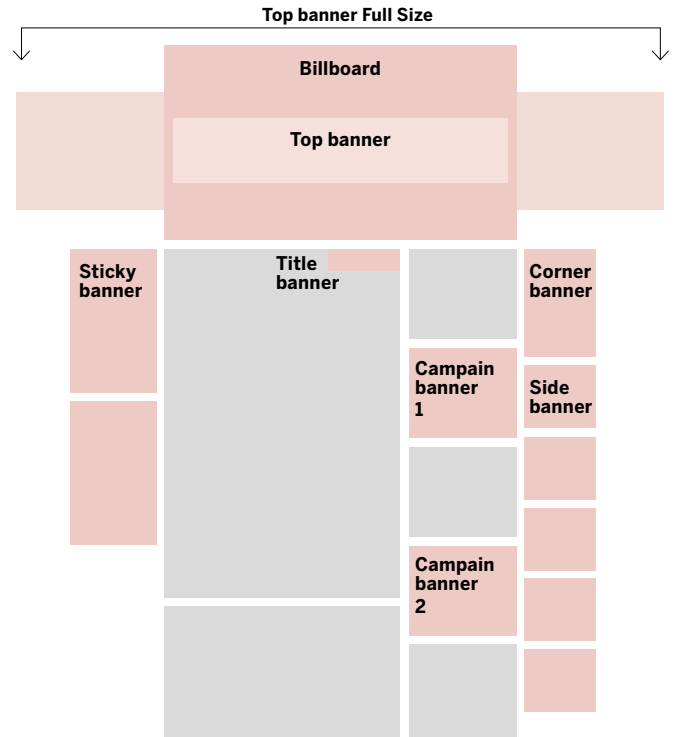
Membership SEK 7.800/year

All ad prices are up prices. Prices for non-members is twice that. Contact us for more information.

Find the right people!

Job ads on web and in newsletter SEK 10.900/2 weeks.
 Job ads on web and in newsletter SEK 16.500/4 weeks.

Article page, prices per month

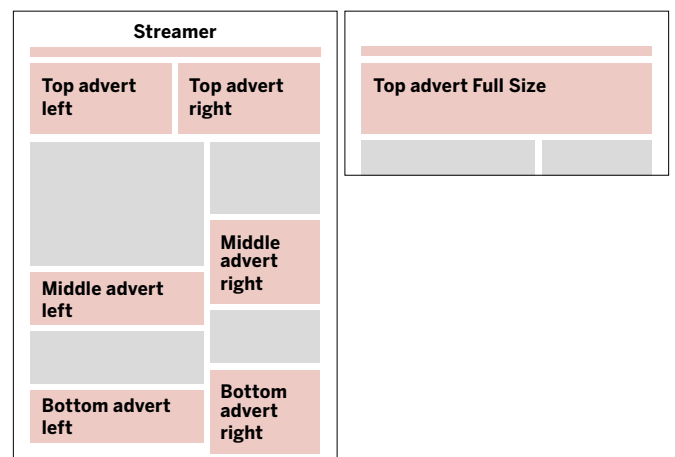


Top banner Full Size 1800x450 px, static, max 250 kb.....	SEK 29.500
Billboard 980x450 px, static or animated, max 150 kb.....	SEK 25.500
Top banner 930x180 px, static or animated, max 70 kb.....	SEK 12.000
Sticky banner 240x400 px, static or animated, max 90 kb.....	SEK 10.000
Corner banner 200x300 px, static or animated, max 70 kb.....	SEK 6.500
Side banner 200x175 px, static or animated, max 40 kb.....	SEK 2.000
Campaign banner 1 300x250 px, static or animated, max 75 kb.....	SEK 7.750
Campaign banner 2 300x250 px, static or animated, max 75 kb.....	SEK 6.000
Title banner 200x60 px, static, max 20 kb.....	SEK 13.000

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, static, max 50 kb.....	SEK 7.500*
Top advert Full Size 820x200 px, static, max 50 kb.....	SEK 6.000
Top advert 400x200 px, static, max 50 kb.....	SEK 3.000
Middle advert left 490x147 px, static, max 50 kb.....	SEK 2.000
Middle advert right 310x235 px, static, max 50 kb.....	SEK 2.000
Bottom advert left 490x147 px, static, max 50 kb.....	SEK 1.500
Bottom advert right 310x235 px, static, max 50 kb.....	SEK 1.500

*Price per week

File types

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

Follow trends and market needs

The mission of medtech industry is to save lives, increase quality of life and help people who is assisting others. With MedTech Magazine we want to highlight and report on innovations and news to make swedish medtech known to the world. In close cooperation with the industry organization Swedish Medtech, we follow the industry development, opportunities and challenges. MedTech Magazine creates meetings between academia, industry, politics and health.

This year we invest even more to make people meet in real life. See you at events and seminars with subjects that unite us and let us create new networks.

We want to meet you.



Hanna Brodda, Chefredaktör
hanna.brodda@nordiskemedier.se



Our target audience

Readers of MedTech Magazine are decision makers in the medtech industry, payers and purchasers on county councils, business managers, heads of clinics, clinic managers and senior in

inpatient and outpatient care, medical directors, hospital management teams, councilor and concerned authorities, investors and politicians.