

Become a member of Life Science Sweden with Kemivärlden 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, in our magazine and through our 6 annual international partnering-events. As a member your company reach out directly to your target group and you can establish new contacts within the branch.

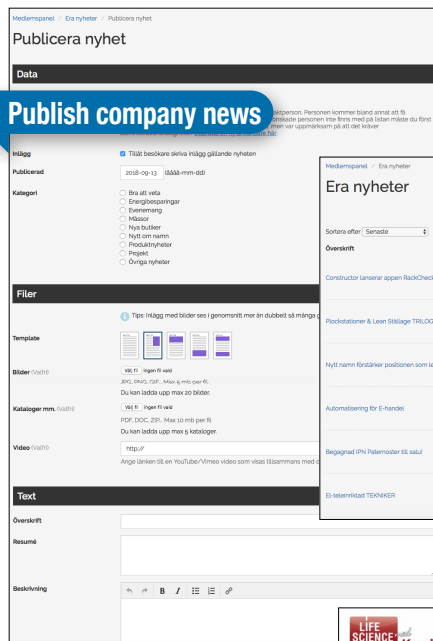
**Benefits as a member**

- ✓ Your news directly to your target group in the section "News from Members" on lifesciencesweden.se + in our newsletters (15.000 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 9.900/year**



**MEMBERSHIP**



**See the number of views**

**NEWS FROM THE EDITORS**



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

Meet your next business partner at our events:



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

**SEK 24.000**

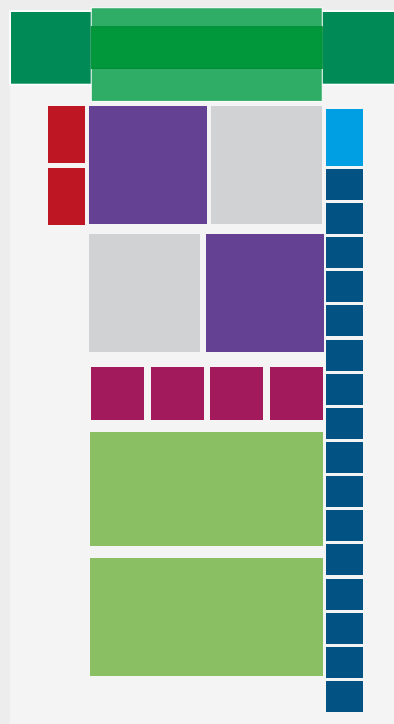
All banners are sharing their spot with up to three others, except title banner and content banner that are alone and sticky banner that are sharing their spot with up to two others. Rotation is executed after page reload.

**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



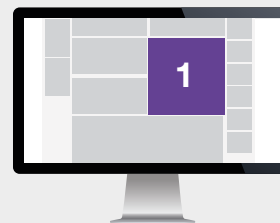
Corner banner  
200x300 px



Side banner  
200x175 px



Content banner - Front page  
230x230 px



Campaign banner - Front page  
480x480 px



Campaign banner - Front page  
480x480 px

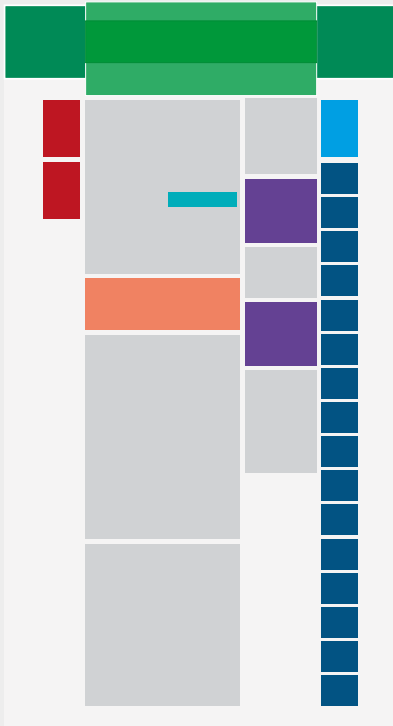


Giga banner - Front page  
980x480 px



Giga banner - Front page  
980x480 px

## Article page



**Top banner**  
930x180 px



**Billboard**  
980x540 px



**Top banner Full Size**  
1800x450 px



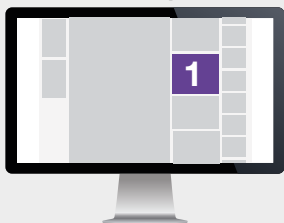
**Sticky banner**  
240x400 px



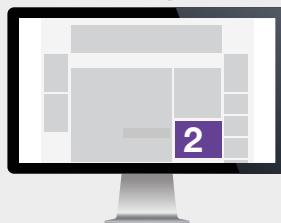
**Corner banner**  
200x300 px



**Side banner**  
200x175 px



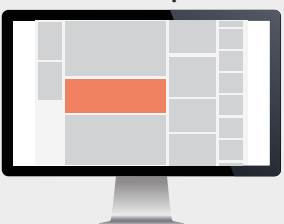
**Campaign banner**  
Article page  
300x250 px



**Campaign banner**  
Article page  
300x250 px



**Title banner**  
Article page  
300x60 px



**Article banner**  
Article page  
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 13.000**  
Front page + all other pages **SEK 13.000**

### Billboard

Static or animated, max 150 Kb  
Article page **SEK 25.500**  
Front page + all other pages **SEK 25.500**

### Top banner Full Size

Static, max 250 Kb  
Article page **SEK 29.500**  
Front page + all other pages **SEK 29.500**

### Sticky banner

Static or animated, max 90 Kb  
Article page **SEK 11.000**  
Front page + all other pages **SEK 11.000**

### Corner banner

Static or animated, max 70 Kb.  
Article page **SEK 8.500**  
Front page + all other pages **SEK 8.500**

### Side banner

Static or animated, max 40 Kb  
Article page **SEK 7.000**  
Front page + all other pages **SEK 7.000**

### Content banner – Front page

Static, max 55 Kb  
Front page **SEK 4.750**

### Campaign banner pos 1

Static or animated, max 75 Kb  
Front page 480x480 px **SEK 11.000**  
Article page 300x250 px **SEK 9.750**

### Campaign banner pos 2

Static or animated, max 75 Kb  
Front page 480x480 px **SEK 8.000**  
Article page 300x250 px **SEK 6.000**

### Giga banner pos 1

Static or animated, max 150 Kb  
Front page **SEK 12.000**

### Giga banner pos 2

Static or animated, max 150 Kb  
Front page **SEK 8.000**

### Title banner – Article page

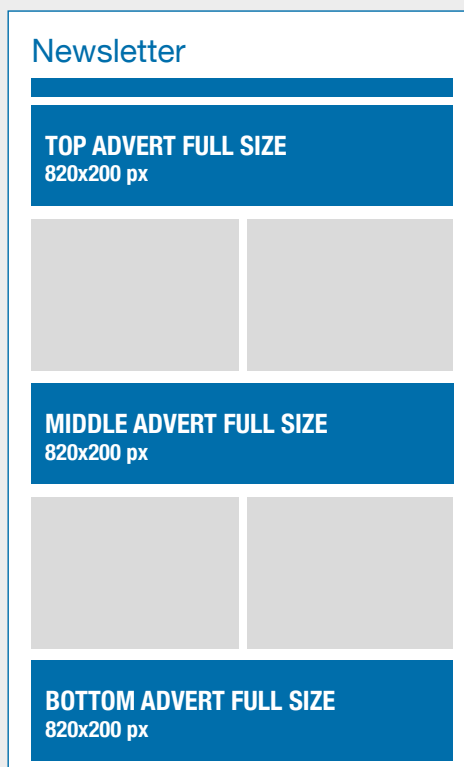
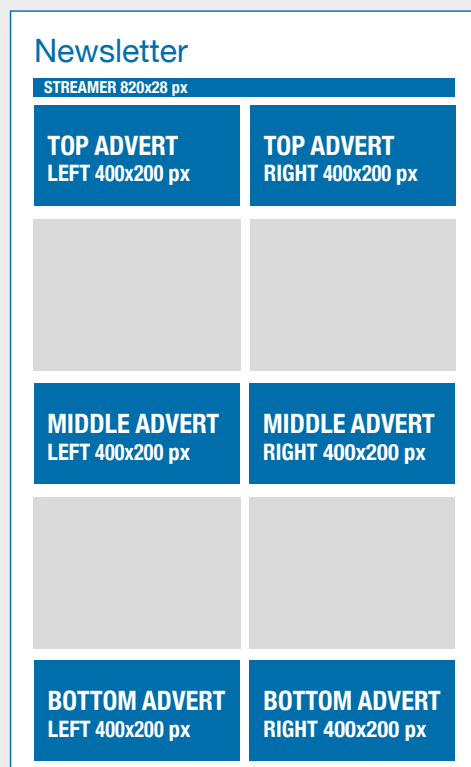
Static, max 20 Kb  
Article page **SEK 9.500**

### Article banner – Article page

Static or animated, max 100 Kb  
Article page **SEK 9.500**

# ADVERTISING IN THE NEWSLETTER

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



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

#### Sponsored article

SEK 30.000/week

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

#### Streamer

Price per week **SEK 11.750**

#### Top advert

Price per mailing **SEK 3.500**

#### Top advert Full size

Price per mailing **SEK 6.500**

#### Middle advert

Price per mailing **SEK 2.500**

#### Middle advert Full size

Price per mailing **SEK 5.000**

#### Bottom advert

Price per mailing **SEK 2.000**

#### Bottom advert Full size

Price per mailing **SEK 4.000**

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