



# Media info 2018

# Together we will get even better!

New Life Science Sweden has had a strong start. As magazine, the newspaper has been deepened and broadened. Focusing on medical treatment in society, closer to the patient, our publicist vision is that more innovations should reach the care of the patient as a winner.

## We cover:

- Politics, authorities and regulation.
- Innovation, research, production and marketing.
- Business and everything that makes life science to a profit for each patient.



Hanna Brodda, Editor-in-Chief

## This is the people we reach:

Procurers, politicians at the county level, drug committees, business management in health care, university and university researchers, decision makers in the biotech and pharmaceutical industry and all members of LIF. We reach the companies that need recruitment, advertising, sales companies, contract manufacturers, patents and regulatory, market access and legal advice.

## Events

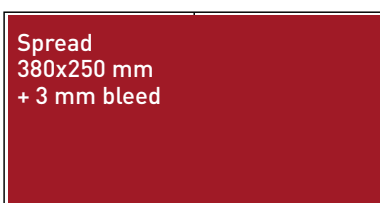
To meet in real life is becoming increasingly important, the more we become digital. Meet us in Almedalen.

## Publishing schedule 2018

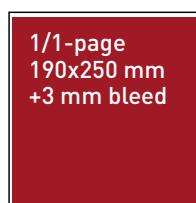
*No 1 is  
in english.*

| ISSUE | PUBLISHING DATE | MATERIAL DATE | THEME  |
|-------|-----------------|---------------|--|
| 1     | Jan 30          | Jan 10        | The best articles of the year. Life Science Industry Guide 2018. |
| 2     | May 17          | April 24      | Join us on Life Science Sweden Day in Almedalen.                 |
| 3     | Sept 13         | Aug 23        |  |
| 4     | Nov 15          | Oct 25        | Available at Pharma Outsourcing.                                 |

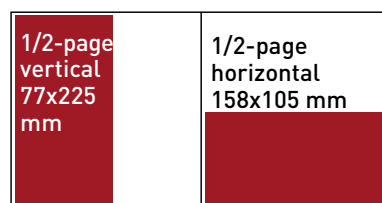
## Adverts format & prices



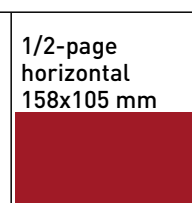
SEK 56.100



SEK 28.900

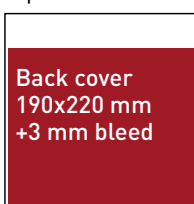


SEK 19.500



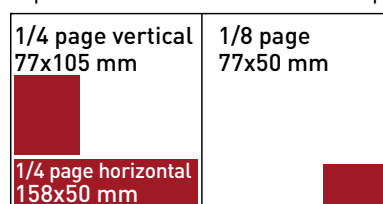
SEK 19.500

## Special format cover



SEK 32.000

## Special format advert page



SEK 9.900  
SEK 14.500 page 3

SEK 7.500

Industry Guide  
SEK 12.500/year

Inserting  
Max 20 gram SEK 24.000

# Format & Prices web/newsletter

## Start page



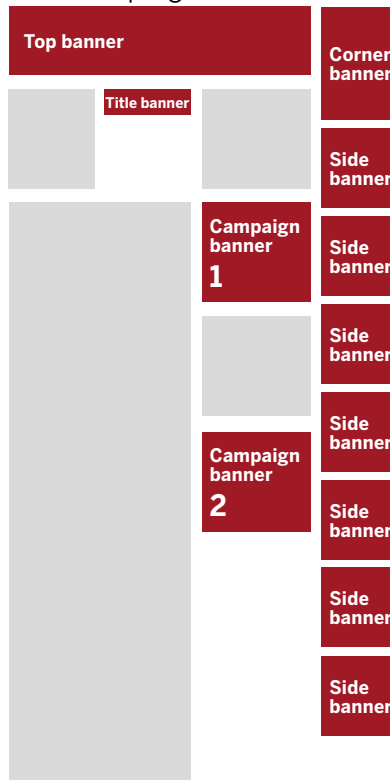
Top banner 930x180 px .....SEK 12.000 / month  
 Corner banner 150x300 px ..... SEK 6.500 / month  
 Side banner 150x175 px..... SEK 2.000 / month  
 Campaign banner 1 480x480px SEK 9.500 / month  
 Campaign banner 2 480x480px SEK 8.500 / month  
 Giga banner 1 980x480 px .....SEK 12.000 / month  
 Giga banner 2 980x480 px..... SEK 8.500 / month

### File types

Static jpg, max 75 kb  
 Animated gif, max 75 kb  
 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



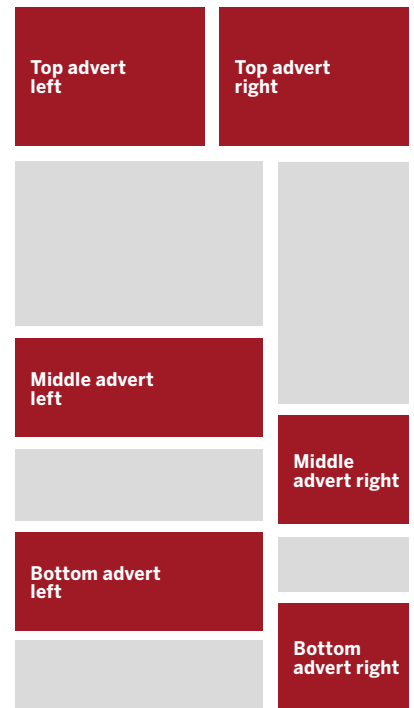
Top banner 930x180 px .....SEK 12.000 / month  
 Corner banner 150x300 px ..... SEK 6.500 / month  
 Side banner 150x175 px..... SEK 2.000 / month  
 Title banner, static 200x60 px SEK 13.000 / month  
 Campaign banner 1 300x250 px. SEK 7.750 / month  
 Campaign banner 2 300x250 px. SEK 6.000 / month

### File types

Static jpg, max 75 kb  
 Animated, max 75 kb  
 Html (zip-file)  
 Script

All banners must be responsive.  
 Animations should keep within 20 seconds.  
 Design of the ads included in the price.

## Newsletter



Top advert left 400x200 px..... SEK 3.000 / day  
 Top advert right 400x200 px ..... SEK 3.000 / day  
 Middle advert left 490x147 px ..... SEK 2.000 / day  
 Middle advert right 310x235 px .... SEK 2.000 / day  
 Bottom advert left 490x147 px..... SEK 1.500 / day  
 Bottom advert right 310x235 px.... SEK 1.500 / day

### File types

Static jpg, gif or png.

All banners must be static.  
 Design of the ads included in the price.



## Membership SEK 6.800/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 the web and in the newsletter

- 2 weeks SEK 9.900
- 4 weeks SEK 15.500

Contact Sven-Erik Bjarnesson!

### Editor-in-Chief

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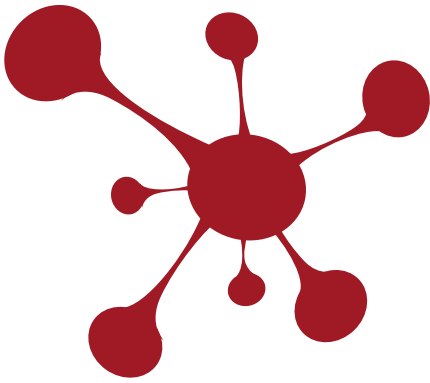
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### Advert

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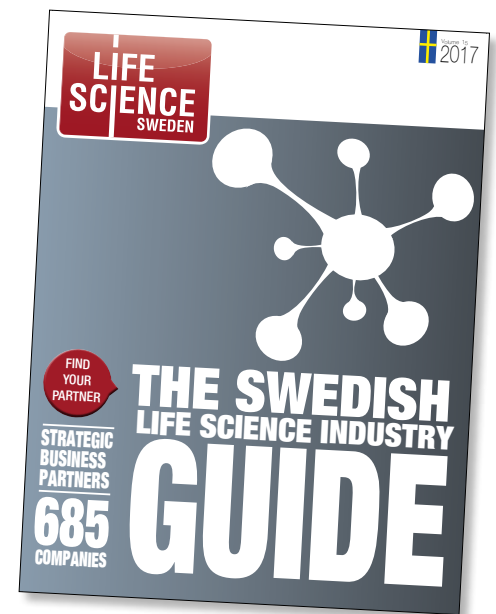
# THE SWEDISH LIFE SCIENCE INDUSTRY GUIDE

## Swedish Life Science Industry Guide 2018

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. 2018 edition of the Swedish Life Science Industry Guide is the fifteenth of the order and we know from experience that the wizard used as a Bible when seeking new contacts, services, goods and collaborations.

Swedish Life Science Industry Guide is distributed by Life Science Sweden, both online searchable with Google and in printed form in edition 1 in 2018 by the magazine Life Science Sweden with a circulation of about 8,000 copies. The Guide is distributed in addition to all Life Science Sweden's event. It is also linked to the [lifesciencesweden.se](http://lifesciencesweden.se), and in our newsletter.



## Instructions for participation in the Swedish Life Science Industry Guide 2018

In the presentation model 1/3 page includes:

- 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.
- Your company will be listed in the right column on [lifesciencesweden.se](http://lifesciencesweden.se) where all companies with business presentation presented "rolling" during one year.

**All this for only SEK 12.500**

**For more information contact:**

**Media Manager**

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**Advert**

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[www.lifesciencesweden.se](http://www.lifesciencesweden.se)