

LEADING IN NEWS AND EVENTS

# MEDIA INFO 2023

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



# Leading in news and events

Our magazine **Life Science Sweden** was founded 20 years ago and 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.

We are unique since we are independent and offer a complete communication platform for you to reach out to your clients, partners and investors:

1. 6 annual international **partnering congresses** including exhibitions and 1-2-1 partnering
2. Magazine **Life Science Sweden** (3 issues in Swedish/year + 1 international issue in English including **The Swedish Life Science Industry Guide**/year)
3. 4-5 **newsletters/week** in Swedish to 16.200 recipients + 1 **newsletter biweekly** in English to 10.600 recipients respectively)
4. News Portal [lifesciencesweden.se](http://lifesciencesweden.se) (up to 60.000 unique page views/week)
5. **Membership**
6. Podcast "**Life Science-podden**" with more than 2.000 listeners 4 times/year including one exclusive sponsor opportunity per episode

Editor in Chief **Samuel Lagercrantz**

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## Our congresses 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  
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## Publishing schedule 2023

ISSUE	PUBLISHING DATE	MATERIAL DATE	CONGRESSES*/SPECIAL THEMES
1	Feb 28th	Feb 7th	<b>International issue in English including The Swedish Life Science Industry Guide</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 and advertorials format and prices

<b>Spread</b> 380x250 mm + 3 mm bleed 	<b>1/1-page</b> 190x250 mm +3 mm bleed 	<b>1/2-page vertical</b> 77x225 mm 	<b>1/2-page horizontal</b> 158x105 mm 
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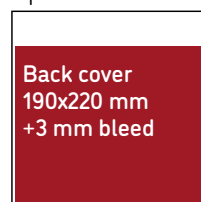
SEK 72.500

SEK 40.400

SEK 29.100

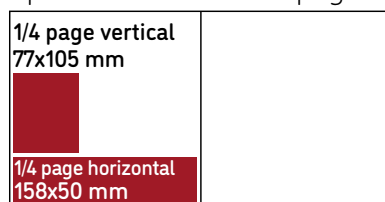
SEK 29.100

### Special format cover



SEK 42.800

### Special format advert page



SEK 17.100

SEK 17.100

SEK 18.900 page 3 (horizontal format)



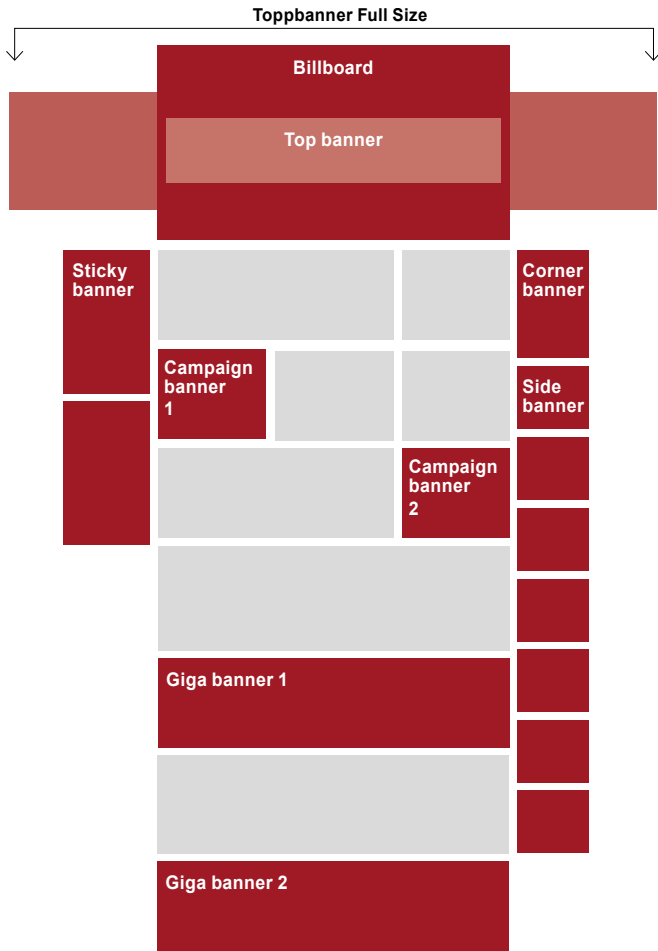
**Company presentation in The Swedish Life Science Industry Guide (see page 4 for more info)** SEK 18.900/year

### Inserts

Unbound supplement,  
max 175x245 mm, max 40 gram  
2 pages SEK 34.300  
4 pages SEK 37.300  
8 pages SEK 40.900

# Format & Prices web/newsletter

## Start page, prices per month



<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....	SEK 67.800
<b>Billboard</b> 980x540 px, static or animated, max 150 kb .....	SEK 58.600
<b>Top banner</b> 930x180 px, static or animated, max 70 kb .....	SEK 36.800
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....	SEK 29.900
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....	SEK 23.000
<b>Side banner</b> 200x175 px, static or animated, max 40 kb .....	SEK 21.900
<b>Campaign banner 1*</b> 300x250 px, static or animated, max 70 kb ...	SEK 26.400
<b>Campaign banner 2**</b> 300x250 px, static or animated, max 70 kb ..	SEK 24.100
<b>Giga banner 1</b> 930x250 px, static or animated, max 70 kb .....	SEK 24.100
<b>Giga banner 2</b> 930x250 px, static or animated, max 70 kb .....	SEK 21.700

\* 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 15.800/year

Gives you 50% discount  
 on digital advertising etc.

For more info email:

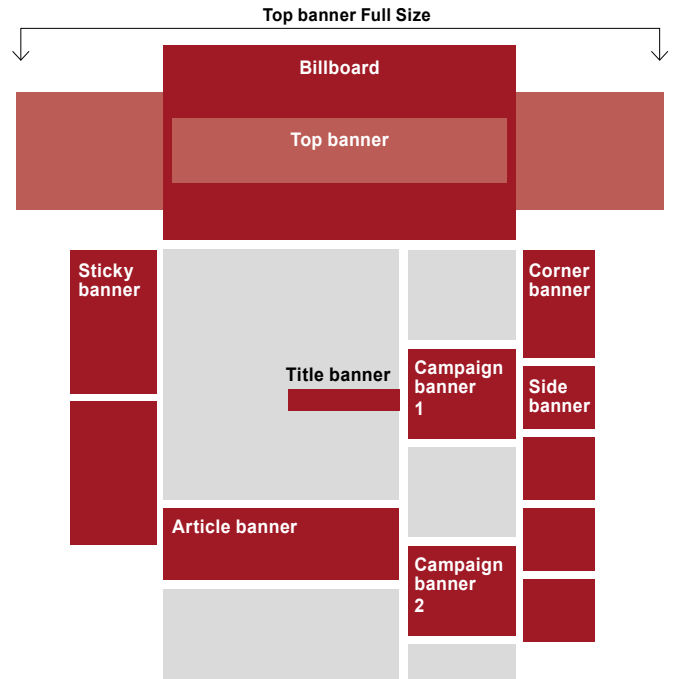
[maria.eriksson@nordiskemedier.se](mailto:maria.eriksson@nordiskemedier.se)

**Find the right  
people!**

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

**SEK 22.900**

## Article page, prices per month

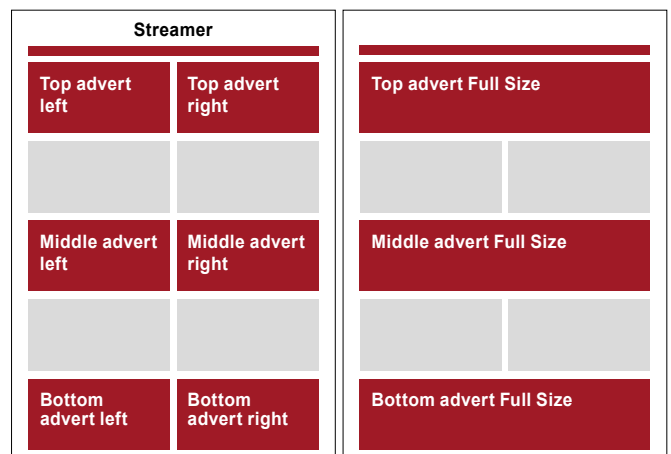


<b>Top banner Full Size</b> 1800x450 px, static, max 250 kb .....	SEK 67.800
<b>Billboard</b> 980x540 px, static or animated, max 150 kb .....	SEK 58.600
<b>Top banner</b> 930x180 px, static or animated, max 70 kb .....	SEK 36.800
<b>Sticky banner</b> 240x400 px, static or animated, max 90 kb .....	SEK 29.900
<b>Corner banner</b> 200x300 px, static or animated, max 70 kb .....	SEK 23.000
<b>Side banner</b> 200x175 px, static or animated, max 40 kb .....	SEK 21.900
<b>Campaign banner 1</b> 300x250 px, static or animated, max 75 kb .....	SEK 26.400
<b>Campaign banner 2</b> 300x250 px, static or animated, max 75 kb .....	SEK 24.100
<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 27.000*
<b>Top advert Full Size</b> 820x200 px .....	SEK 20.700
<b>Top advert</b> 400x200 px .....	SEK 10.900
<b>Middle advert Full Size</b> 820x200 px .....	SEK 14.900
<b>Middle advert</b> 400x200 px .....	SEK 8.100
<b>Bottom advert Full Size</b> 820x200 px .....	SEK 11.500
<b>Bottom advert</b> 400x200 px .....	SEK 6.400

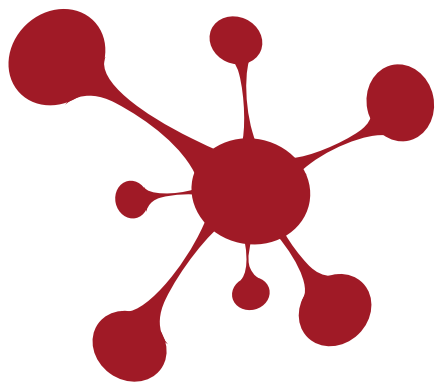
\*Price per week

**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**  
 (16.200 recipients of the  
 Swedish newsletter +  
 10.600 recipients of the  
 international news-  
 letter in English)





# THE SWEDISH LIFE SCIENCE INDUSTRY GUIDE

## The Swedish Life Science Industry Guide 2023

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 2023 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 international issue no.1 2023 in English. This issue is distributed at all of Life Science Sweden's 6 annual international partnering-congresses 2023. It is also published on [lifesciencesweden.se](http://lifesciencesweden.se) with around 60,000 page views/week!



## 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 18.900**



[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.

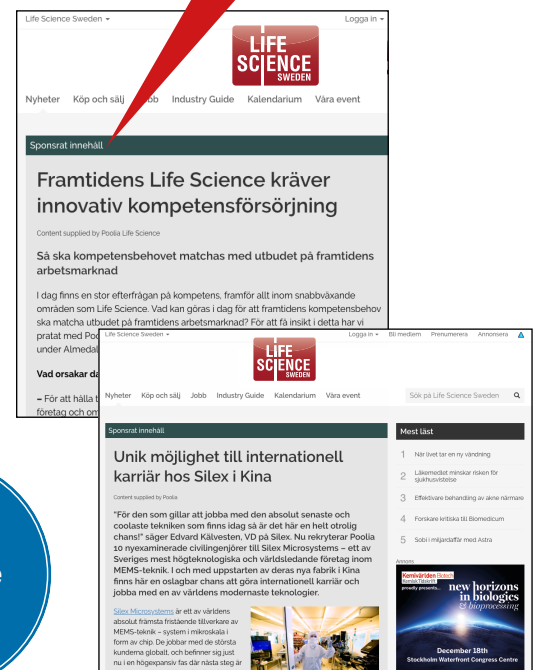
**Price SEK 34.000 for native-article one week on lifesciencesweden.se (up to 50.000 unique page views/ week) + in one of our newsletters (16.200 subscribers)**

## 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 (16.200 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)
- ✓ Free access to our congresses and events (does not include Pharma Outsourcing for service-providers)

**Membership**  
**SEK 15.800/year**

Meet your next  
business partner  
at our events:

**New Updates** in  
Drug Formulation  
& Bioavailability

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

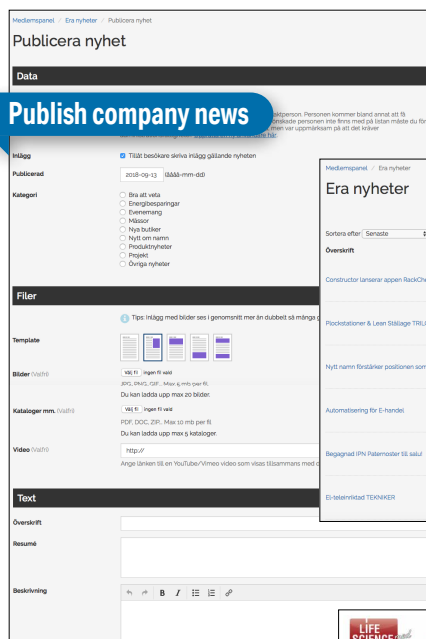
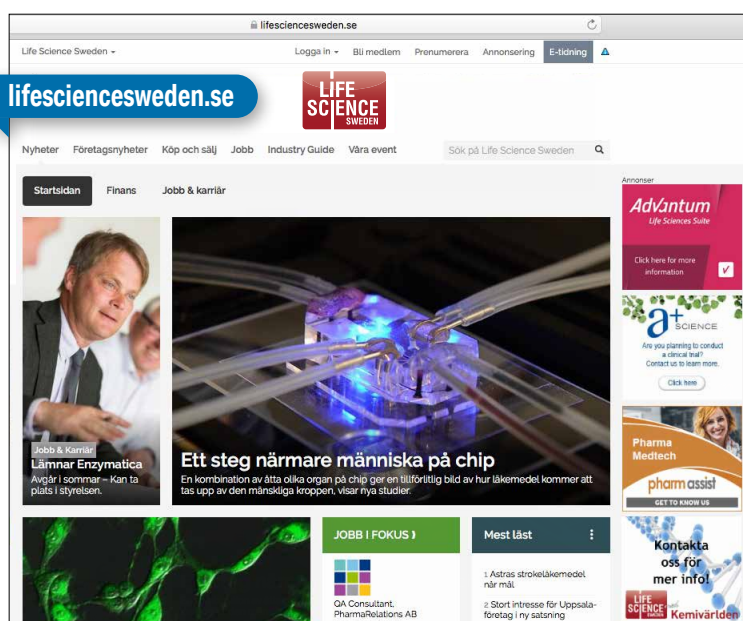


**Lab & Diagnostics**  
OF THE FUTURE

**Pharma Outsourcing**  
Find the right partner

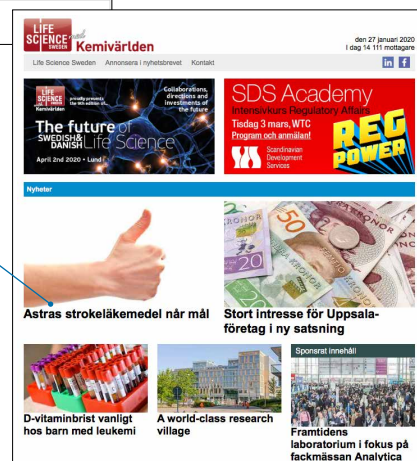
**new horizons**  
in biologics  
& bioprocessing

# 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 and in our newsletters

Free access to our congresses and events (does not include Pharma Outsourcing for service-providers)

**SEK 33.000**

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:

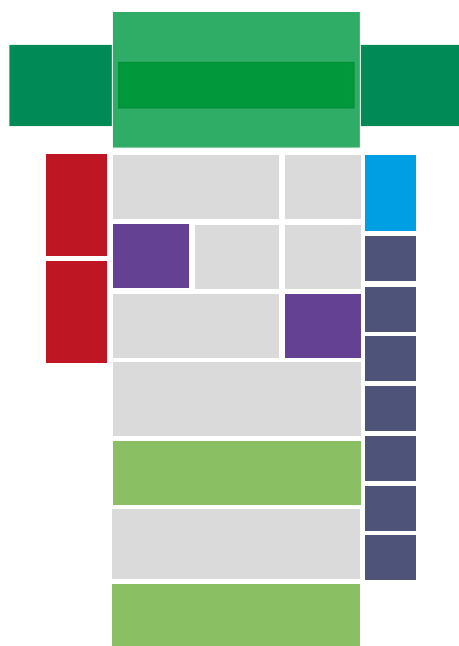
Animations should keep within 20 seconds.

**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



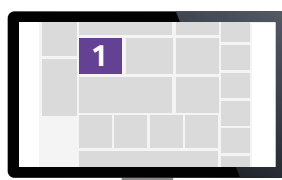
**Sticky banner**  
240x400 ppx



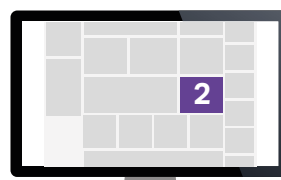
**Corner banner**  
200x300 px



**Side banner**  
200x175 px



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



**Campaign banner 2\*\***  
- Front page 300x250 px



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

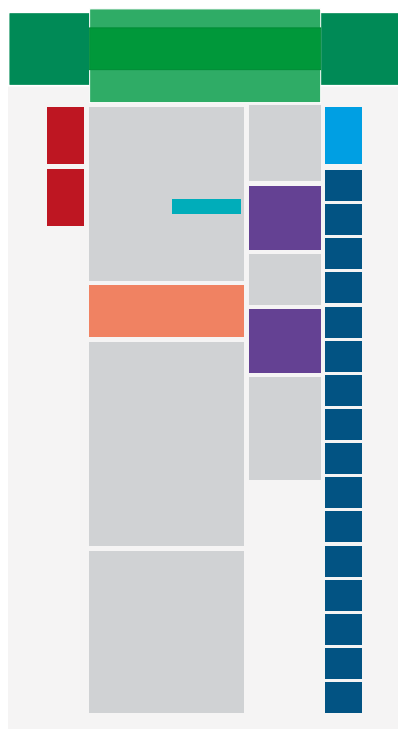


**Giga banner - Front page**  
930x250 px

\* 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

## Article page



**Top banner**  
930x180 px



**Billboard**  
980x540 px



**Top banner Full Size**  
1800x450 px



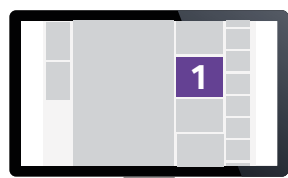
**Sticky banner**  
240x400 px



**Corner banner**  
200x300 px



**Side banner**  
200x175 px



**Campaign banner**  
300x250 px



**Campaign banner**  
300x250 px



**Title banner**  
300x60 px



**Article banner**  
660x200 px

## 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 18.400**

Front page + all other pages **SEK 18.400**

### Billboard

Static or animated, max 150 Kb

Article page **SEK 29.300**

Front page + all other pages **SEK 29.300**

### Top banner Full Size

Static, max 250 Kb

Article page **SEK 33.900**

Front page + all other pages **SEK 33.900**

### Sticky banner

Static or animated, max 90 Kb

Article page **SEK 14.950**

Front page + all other pages **SEK 14.950**

### Corner banner

Static or animated, max 70 Kb.

Article page **SEK 11.500**

Front page + all other pages **SEK 11.500**

### Side banner

Static or animated, max 40 Kb

Article page **SEK 10.950**

Front page + all other pages **SEK 10.950**

### Campaign banner pos 1

Static or animated, max 75 Kb

Front page **SEK 13.200**

Article page **SEK 13.200**

### Campaign banner pos 2

Static or animated, max 75 Kb

Front page **SEK 12.050**

Article page **SEK 12.050**

### Giga banner pos 1

Static or animated, max 70 Kb

Front page **SEK 12.050**

### Giga banner pos 2

Static or animated, max 70 Kb

Front page **SEK 10.850**

### Title banner – Article page

Static, max 20 Kb

Article page **SEK 10.850**

### Article banner – Article page

Static or animated, max 100 Kb

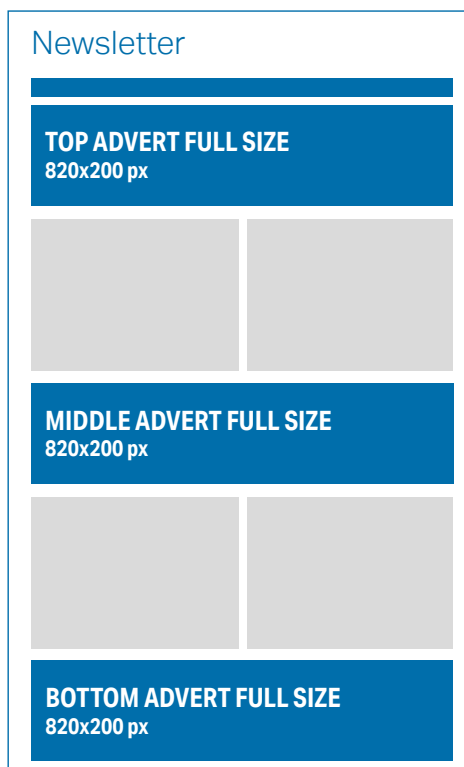
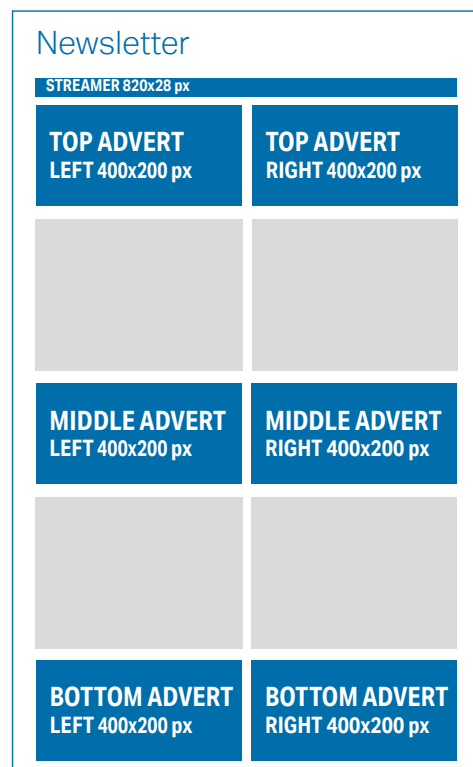
Article page **SEK 10.850**

\* Sticky, corner banner and side banner are only readable on desktop.



# ADVERTISING IN THE NEWSLETTER

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



## 5 Newsletters/week

(16.200 recipients of the Swedish newsletter + 10.600 recipients of the international newsletter in English)

## Sponsored article

SEK 34.000/week

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

### Streamer

Price per week **SEK 13.500**

### Top advert

Price per mailing **SEK 5.450**

### Top advert Full size

Price per mailing **SEK 10.350**

### Middle advert

Price per mailing **SEK 4.050**

### Middle advert Full size

Price per mailing **SEK 7.450**

### Bottom advert

Price per mailing **SEK 3.200**

### Bottom advert Full size

Price per mailing **SEK 5.750**

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 all over the Nordic countries. We are 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. We reach the companies that need recruitment, advertising, sales companies, contract manufacturers, patents and regulatory, market access and legal advice.