



Rate card for advertising in Tandläkartidningen

Tandläkartidningen dates back to 1909 and is owned by The Swedish Dental Association. We reach a very specific target audience, Sweden's dentists. All dentists are familiar with us, almost all of them read us.

Tandläkartidningen writes about trade news, materials and methods, politics and research. We interview influential people and publish reports from different agencies and countries. Our reader surveys demonstrate that the print edition of the magazine, which is published 10 times a year, is strongly anchored with the audience. Tandläkartidningen is also available online, on social media and as an app.

Private and public employees

We address both publicly employed and private practice dentists, general dentists as well as specialists, researchers and university teachers. Almost 90% of Sweden's dental students re-

ceive Tandläkartidningen through their membership in The Dental Association's student union.

Appreciated by the students

An important and appreciated section of Tandläkartidningen, not least by the students, is our scientific articles and scientific special issues which we publish in collaboration with the other Nordic countries. It is here that they find new knowledge. We also reach many private practices which are not members but who subscribe to the magazine for their clinics. This means that every issue of Tandläkartidningen is read by more than one person. In this manner we reach around 85 percent of Sweden's dentists and

even other professional groups within dental care, including dental technicians, dental hygienists and dental nurses. One ad with us thus reaches basically all of Sweden's dental caregivers.


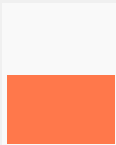
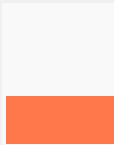



Many platforms

We offer product and job placement ads in the print edition of the magazine, in the newsletter, on our website tandlakartidningen.se - where we recently launched a new job site - and on Facebook.

Anna Norberg,
Editor-in-Chief



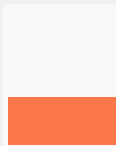


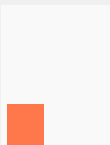


Advertising Formats - Product

 <p>Spread 420 x 280 mm Bleed + 3 mm 45 000 SEK</p>	 <p>Full page 210 x 280 mm Bleed + 3 mm 25 000 SEK</p>	 <p>Half page, horizontal 178 x 122 mm 14 600 SEK</p>	 <p>1/3 page horizontal 178 x 79 mm 10 800 SEK</p>
 <p>1/4 page 85 x 122 mm 8 400 SEK</p>	 <p>2 & 3 cover 210 x 280 mm 25 900 SEK</p>	 <p>Back cover 210 x 280 mm 26 900 SEK</p>	

For requested placements, a surcharge of 10% will be added.

Advertising Formats - Classified, remittances

 <p>Full page 178 x 232 mm 22 900 SEK</p>	 <p>Half page, horizontal 178 x 113 mm 14 100 SEK</p>	 <p>1/3 page horizontal 178 x 73 mm 9 600 SEK</p>	 <p>Horizontal two columns 117 x 73 mm 6 400 SEK</p>
 <p>Large one column 57 x 113 mm 5 000 SEK</p>	 <p>Small one column 57 x 73 mm 3 300 SEK</p>	<h2>Supplements</h2> <p>Send Your offer as an insert with Tandläkartidningen. Contact us for price.</p> <p>For requested placements, a surcharge of 10% will be added.</p>	

Why do You read Tandläkartidningen?



For us clinics it is important to follow developments in the society and science research. Tandläkartidningen keeps us updated scientifically partly through whole articles, partly with summaries of published re-

search results. The editorial staff is fast with reporting news within the dental industry. In Tandläkartidningen there is always something for all of us in the dental profession.
Maria och Göran Friman, Dentist

Publishing Plan 2023

Tandläkartidningen is published by the Swedish Dental Association and reaches dentists, as well private as employees in public dental care. Our readers have great confidence for Tandläkartidningen, it shows in several reader surveys that have been done over the years.

Issue	Publishing Date	Material Deadline
1	2 February	10 January
2	9 March	14 February
3	13 April	17 March
4	19 May	25 April
5	15 June	22 May
6	17 August	13 June
7	7 September	15 August
8	5 October	12 September
9 *	9 November	13 October
10	15 December	21 November

* Edition for the trade fair Swedental



8 100

Dentists and dental students receives Tandläkartidningen each month.

Facts about Tandläkartidningen

- **8 100** dentists and dental students receives Tandläkartidningen each month.
- **65 000** unique visitors has our homepage tandlakartidningen.se, every month!
- **9 700** subscribers receive our e-newsletter every week.
- **7 400** follows Tandläkartidningen on LinkedIn and Facebook.

Facts about Tandläkartidningen's audience

- **48%** are managers.
- **54%** has financial and purchasing responsibilities.
- **70%** has worked as dentist for more than 20 years.
- **56%** are women, 44% are men..

Why do You advertise in Tandläkartidningen?



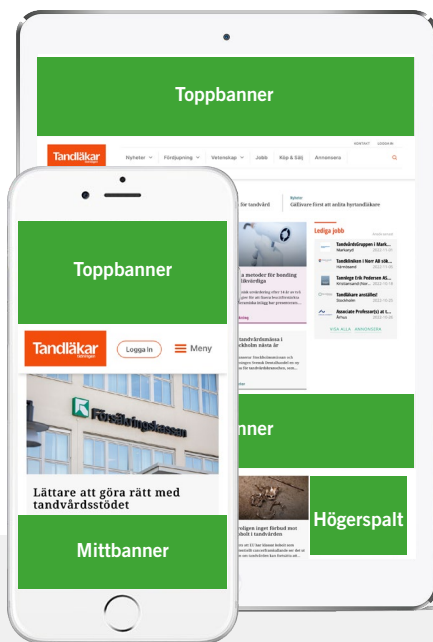
At Ultradent Products, we are experiencing a strong growth. The collaboration with Tandläkartidningen and Mediakraft is steadily increasing and is an important part of our marketing to make visible and inform about existing products but also product news.
Patric Bellton, Ultradent



Digital Advertisements

A banner on our homepage tandlakartidningen.se or in our e-newsletter is an excellent way to build Your brand.

- Our homepage has an average of 65.000 unique visitors each month.
- Our e-newsletter reaches 9.700 subscribers each Thursday.



Banner on tandlakartidningen.se

Top Banner 50% SoV 12 500 SEK / month
Material is sent in two different formats:
468 x 240 px
320 x 160 px

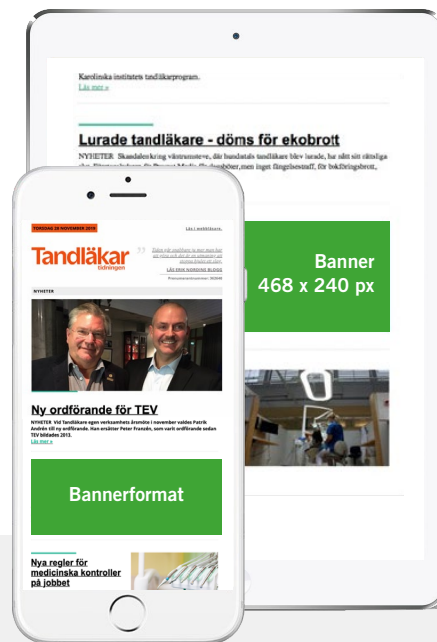
Center Banner 50% SoV 7 800 SEK / month
Material is sent in two different formats:
468 x 240 px
320 x 160 px

Right column 50% SoV 6 500 SEK / month
Material is sent in one format:
300 x 250 px

Take-Over 10 000 SEK / week
Material is sent in two different formats:
468 x 240 px
320 x 160 px

Native 12 500 SEK / 2 weeks
300x250 + text. Information given when booking.

Banners are sent in file-format jpg, png or gif.



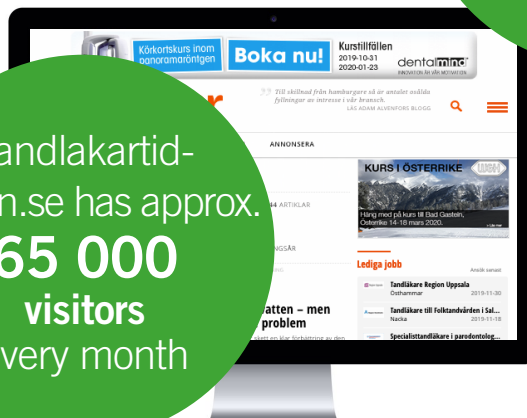
Banner in newsletter

468x240 px
6 500 kr

The newsletter is sent out on Thursday of every week.

9700
subscribers receive
Tandläkartidningen's
newsletter every
week.

Tandlakartid-
ningen.se has approx.
65 000
visitors
every month



Contact



Andrea Åhslund
Mediakraft
andrea.ahslund@mediakraft.se
Phone +46 (0) 735-08 05 73



Victoria Pettersson
Mediakraft
victoria.pettersson@mediakraft.se
Tel: +46 (0) 735-11 81 79

MediaKraft