

DENMARK
SWEDEN
FINLAND
NORWAY
ICELAND

NORDIC LIFE SCIENCE

THE LEADING NORDIC LIFE SCIENCE BUSINESS MAGAZINE & NEWS SITE



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THIS IS WHAT YOU GET AS AN ADVERTISER:

01 ADVERT IN THE BUSINESS MAGAZINE NORDIC LIFE SCIENCE

- Print run 21 000 copies
- Reach 45 00 readers

02 COMPANY PAGE & NEWSROOM AT NORDICLIFESCIENCE.ORG

- Your Company Page presents your business
- Your newsroom publishes your news & press releases

03 BANNER ADS IN NEWSLETTERS & ON NORDICLIFESCIENCE.ORG

- Clickable banner ad in our newsletters
- Clickable banner ad on the news site startpage

NORDIC LIFE SCIENCE

THE LEADING NORDIC LIFE SCIENCE BUSINESS MAGAZINE

THANKS TO A LONG TRADITION of research and development at world leading academic institutions and a close collaboration between industry and academia taking place in an innovative climate, the Nordic countries have become global leaders in the fields of pharma, biotech, medtech and diagnostics.

Nordic Life Science Review is well established as the leading Nordic life science business magazine, and since the relaunch early 2013 of nordiclifescience.org it is now operating as the leading Nordic life science news site. As a publisher we are devoted to serving our readers a complete and up-to-date presentation of the developments within the Nordic life science industry. With high editorial credibility, our hand-picked team of experts, editors and journalists serve our subscribers a reading experience of highest quality covering the latest news, the market trends, the business deals, the research findings, exclusive interviews with industry profiles and award-winning scientists – and much more.

NORDIC LIFE SCIENCE – A JOINT NORDIC INITIATIVE

By close collaboration with the corner stones and the experts in the Nordic life science industry we aim to build bridges between life science companies, investors, business developers, service providers, scientists, science parks, universities, hospitals and end users. All important parts of the healthcare industry and all with a mutual interest in improving global health, curing diseases and creating a better life for patients all over the world. An increased dialogue and interaction between key players in this industry creates new business opportunities for all parties included and enhances the progress and growth of the life science sector as a whole.

ADVERTISING & MARKETING COMMUNICATION IN OUR PRINT & DIGITAL MEDIA CHANNELS

By inviting a limited number of advertisers in the business magazine we make sure your advertisement will gain the highest observation value possible from the readers. The value of your participation is increased by continuous exposure and marketing communication on nordiclifescience.org, as added value for your organization. By combining your visibility in the printed magazine with an ongoing exposure at the news site you can be reassured to reach your target groups with your message, regardless if your target chooses print media or digital media as their preferred source of information.

On the following pages you will find all alternatives for your marketing in our print & digital media channels. You can always contact me for tailor made offers!

Kind regards,



ANDRÉS VARGAS

Sales & Marketing

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Mob: +46 707 914 965

E-mail: andres@nordiclifescience.org

CIRCULATION: 21 000 PRINTED COPIES PER ISSUE
REACH: 45 000 READERS PER ISSUE

READER PROFILE

CEO's, Business Development Managers, Medical & Scientific Officers, Bying Managers,
Sales Directors, Investors, Hospital CEO's

PUBLISHING SCHEDULE 2014

No4 2013:	No1 2014:	No2 2014:	No3 2014:	No4 2014:
January 9th	March 28th	June 16th	October 10th	January 9th 2015
December 17th*	March 18th*	June 3rd*	October 1st*	December 17th*

*Material deadline

ADDED VALUES

FOR ADVERTISERS BOOKING IN ...

DIGITAL MARKETING & COMMUNICATION ...

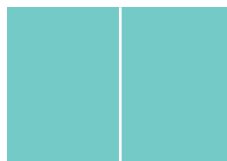
ONE ISSUE OF THE BUSINESS MAGAZINE:	free of charge during 3 months
TWO ISSUES OF THE BUSINESS MAGAZINE:	free of charge during 6 months
THREE ISSUES OF THE BUSINESS MAGAZINE:	free of charge during 9 months
FOUR ISSUES OF THE BUSINESS MAGAZINE	free of charge during 12 months

FORMAT AND PRICES

Full Spread page 2+3

440 x 284 mm
3 mm bleed

70 500 SEK
7 700 EUR
10 600 USD



Full Page

Utfall 220 x 284 mm

42 500 SEK
4 600 EUR
6 400 USD



Half page

Horizontal 220 x 142 mm
Vertical 110 x 284 mm

25 500 SEK
2 800 EUR
3 800 USD



Quarter page

Horizontal 220 x 71 mm
Vertical 110 x 142 mm

15 300 SEK
1 600 EUR
2 300 USD



1/8-del sida

110 x 71 mm

9 100 SEK
1 000 EUR
1 300 USD



MATERIAL INSTRUCTIONS

Please send your ad as a PDF in high resolution, 300 dpi, CMYK

Material address:

annons@mediavalue.se

Print Ad production services:

200 EUR.

CONTACT

ANDRÉS VARGAS

Sales & Marketing

Direct: +46 8-588 941 56

Mob: +46 707 914 965

E-mail: andres@nordiclifescience.org

SUBSCRIPTION ONE YEAR:

649 SEK / 77 EUR / 99 USD

DIGITAL MARKETING AND COMMUNICATION ON NORDICLIFESCIENCE.ORG

COMPANY PAGE & NEWSROOM AT WWW.NORDICLIFESCIENCE.ORG

- Your Company Page presents your organization
- Your Newsroom publishes your news & press releases

BANNER ADVERTISING IN OUR NEWSLETTERS – 3 000 SUBSCRIBERS

- Nordic Life Science News is published at the end of each month. Material deadline is on the 20th.
- Nordic Life Science Careers is published in the middle of each month. Material deadline is on the 10th.

BANNER ADVERTISING AT WWW.NORDICLIFESCIENCE.ORG

FORMAT AND PRICES

COMPANY PAGE & NEWSROOM

PER QUARTER	SEK	EUR	USD
3	3 000 SEK	350 EUR	450 USD
6	6 000 SEK	700 EUR	900 USD
9	9 000 SEK	1 050 EUR	1 350 USD
12 (SAVE 15%)	10 000 SEK	1 190 EUR	1 530 USD

WEBSITE BANNER 230 X 170 PX

PER MONTH	SEK	EUR	USD
1	3 000 SEK	350 EUR	450 USD

WEBSITE BANNER 1030 X 100 PX

PER MONTH	SEK	EUR	USD
1	6 000 SEK	700 EUR	900 USD

NEWSLETTER BANNER 600 X 90 PX

PER NEWSLETTER	SEK	EUR	USD
1	3 000 SEK	350 EUR	450 USD

WEBSITE BANNER 620 X 220 PX

PER MONTH	SEK	EUR	USD
1	6 000 SEK	700 EUR	900 USD

MATERIAL INFORMATION AND ADDRESS

Profile Page: Send us a Business Presentation text of 1 000-2 000 characters. Your logo in high resolution. Your office address, phone number, email address and homepage address. As a first step we will help you to set up the basic info above for you, as soon as we have received it. You will then get your own login that you can use as often as you want for publishing or to change your company information.

Banners – Possible file formats: JPG, SWF or GIF

Ad production services, including translation costs:

Banner Ad productions services: 100 EUR per banner.
Print Ad production services: 200 EUR.

Please send all your material to: annons@media-value.se