

# DAGENS Medicin

## Danish Media Kit 2019



# Dagens Medicin is the only independent newspaper in the healthcare sector in Denmark and platform for news and debate

Each edition of the newspaper is read by more than 55,000 readers, including approximately 17,600 of the Danish Doctors of Medicine (Doctors), as well as the entire pharmaceutical industry, decision and policy makers, pharmacists and administrative nurses.

## Readers

Doctors, general practitioners, patient organisations, administrative nurses, the pharmaceutical and medical device industry, decision makers and buyers from the healthcare sector, pharmacists, chemists and dentists.

## Facts

**Publication frequency:** 22 per year  
**Issue day:** Friday  
**Circulation:** 17,600 copies  
**Readership:** 55,000 readers, cf. Gallup 1, half-year 2018

## Themes & Special Editions

Editorial themes will be published 22 times in 2019 and will allow for targeted advertising towards Doctors of Medicine. The themed editions delve into medical and work-related topics. These editions are popular amongst readers and allow for additional exposure of the job advertisements.

## Pipeline, Summer, Power & Christmas Editions\*

Edition no. 12 and 24 are special editions of Dagens Medicin. These special editions are printed on a heavier quality stock, and are trimmed with the possibility of printing ads closer to the edge.

The Christmas edition includes the naming of \*the Best Hospital, DBH, in Denmark. Please contact us if you need any further information.



# Publication Schedule 2019

## Advertising, Deadlines & Themes

Month	Week	Edition	Release Date	Material Deadline	Booking Deadline	Theme
January	3	DM 1	18.01	11.01	09.01	Career + Psychiatry
February	5	DM 2	01.02	25.01	23.01	Lungs
	7	DM 3	15.02	08.02	06.02	Diabetes
March	9	DM 4	01.03	22.02	20.02	Practice
	11	DM 5	15.03	08.03	06.03	Cardiac/Vascular
	13	DM 6	29.03	22.03	20.03	Asthma/Allergy
April	15	DM 7	12.04	05.04	03.04	Urology (EAU)
	17	DM 8	26.04	19.04	17.04	COPD (KOL)
May	19	DM 9	10.05	03.05	01.05	Diabetes
	21	DM 10	24.05	17.05	15.05	Practice
June	23	DM 11	07.06	31.05	29.05	Cardiac/Vascular
	25	DM 12	21.06	14.06	12.06	Summer edition
<b>Summer Holidays</b>						
August	33	DM 13	16.08	09.08	07.08	Career + Psychiatry
	35	DM 14	30.08	23.08	21.08	Practice
September	37	DM 15	13.09	06.09	04.09	Cardiac/Vascular
	39	DM 16	27.09	20.09	18.09	Diabetes
October	41	DM 17	11.10	04.10	02.10	Lungs
	43	DM 18	25.10	18.10	16.10	Cancer/Haematology
November	45	DM 19	08.11	01.11	30.10	Practice
	47	DM 20	22.11	15.11	13.11	*DBH Cardiac/Vascular
December	49	DM 21	06.12	29.11	27.11	*DBH Diabetes + Cancer
	50	DM 22	13.12	06.12	04.12	*DBH

\*The Best Hospital

### Exposure

#### Effective Exposure

There are endless opportunities for creating attention-grabbing, special effects with Dagens Medicin. Be sure to catch the attention of readers by using the likes of inserts, belly bands, spot varnish and postcards. These can easily be designed for targeting a specific audience for maximum return. Please contact us if you need any further information.

#### Inserts

Inserts are another opportunity to attract the readers' attention. There are many different ways in which you can create unique and unconventional inserts. Please contact us if you need any further information.

Maximum size is 240x350 mm. The insert will be inserted loosely in the newspaper.

#### Belly Bands, Insert Foiling, etc.

For prices on belly bands and other creative content, please contact Helle Garrett on +45 72 42 34 31.



# Formats & Rates

## Rates for the Printed Newspaper

Standard Format			
Format	Size in mm (WxH)	Price in DKK 4 Colours	Price in DKK B&W
Full Page	258 x 370	43.700	
Full Page + 2 Columns Full Height	100 x 370	54.900	
Double-page Spread	530 x 370	66.200	
A4 Page	206 x 297	36.450	
1/2 Page	Spread	32.500	
Banner	258 x 75	22.000	
Mandatory Information			
1 Column	48 x 370		8.400
2 Columns	100 x 370		11.600
3 Columns	153 x 370		14.900
4 Columns	206 x 370		22.200
5 Columns	258 x 370		25.200
1/2 Page	258 x 185		13.200
Special Advertising Placement			
Front-page Banner	258 x 20	26.700	
Page 2	258 x 370	54.500	
Centre Spread	350 x 370	78.300	
Page 4, 7 or 9	258 x 370	51.600	
Page 5	258 x 75	24.500	
Page 11, 13 or 15	258 x 370	49.100	
Page 2-3	530 x 370	80.000	
Back Page	258 x 370	54.500	
Other Special Placements		Price + 15%	
Price per mm for Text Ads		40.8	

### Newspaper Formats

The visual representations show the following formats:

- Full page:** A single large blue rectangle.
- Full Page + 2 Columns:** A large blue rectangle with two smaller blue rectangles on the right side, separated by dashed lines.
- 1/2 page:** A small blue rectangle at the bottom of a larger white rectangle.
- Double-page Spread:** Two blue rectangles side-by-side.
- A4 side:** A small blue rectangle on the left side of a larger white rectangle.
- Banner:** A thin blue horizontal bar at the bottom of a white rectangle.
- Front-page Banner:** A thin blue horizontal bar at the top of a white rectangle.
- 1 Column:** A single blue vertical bar.
- 2 Columns:** Two blue vertical bars side-by-side.
- 3 Columns:** Three blue vertical bars side-by-side.
- 4 Columns:** Four blue vertical bars side-by-side.
- 5 Columns:** Five blue vertical bars side-by-side.
- 1/2 Page Spread:** A white rectangle with a blue rectangle at the bottom.

# Material & Artwork Specifications

## Material is to be sent to [annonce@dagensmedicin.dk](mailto:annonce@dagensmedicin.dk)

Material for the newspaper is to be delivered on time, by the deadline, as an attached PDF in an email to [annonce@dagensmedicin.dk](mailto:annonce@dagensmedicin.dk), or via FTP, <ftp.upload.borsen.dk>

**User:** `annoncer_dagensmedicin`

**Password:** `annoncer13DM`

## Deadline for Material/File Submission

See Publication Schedule

## Supplied PDF & Artwork Specifications

- Image resolution should be minimum 200 dpi
- All images should have good contrast
- Line work should have minimum resolution of 400 dpi
- All supplied images and artwork defined in CMYK process only
- Minimum font size for reversed text is 9 pt
- Minimum font size for black text printed on white is 6 pt
- Mandatory information (see plan)

## PDF Specifications

CMYK process only, no spot colours or elements defined in RGB. Fonts should be embedded. Image resolution set to minimum 200 dpi, no cropping. Transparency features from InDesign and Illustrator should be avoided. For further information on correct PDF specifications, see [www.kankanikke.dk](http://www.kankanikke.dk). If you are adding text to the ad that refers to the Summary of Product Characteristics (SPC), please attach fonts used in the material.

## Summer & Christmas Editions

Please be aware of the ad materials, formats and early deadlines for these editions. All material must be delivered in PDF format.

Full Page Ads: 240x341 mm. If you want to print to the edge/with full bleed, the measurements are 266x370 + 5 mm for cropping. The back page format for the Summer and Christmas edition is 266x350 + 5 mm for cropping if you want to print to the edge/with full bleed.

## Printing

Coldset Web offset.

For more information, please contact Dansk Standard for Avistryk, on +45 33 12 16 70.

\*Advertising agency's commission/advertising allowance/security

We offer a 5% commission after discount if the listing is booked through a media agency. Commissions require repro ready artwork.

## Disclaimers

Dagens Medicin accepts no liability for errors made in advertisements that are published in accordance with the information provided by the customer, nor for materials received from other media.

Should Dagens Medicin accept liability for an error in an ad, you will be given a refund, provided that the total amount does not exceed the cost of the advertisement. For misprint, wrong sizes, pricing and timing, which the advertiser or bureau is not responsible for, there will only be a refund based on Dagens Medicin's estimate of the ad depreciation.

All complaints must be submitted in writing immediately after the advertisement's listing. If an ad is printed with the same error several times without any complaints, you will only get compensation for the first listing.

Dagens Medicin reserves the right to reject advertisements or listings that conflict with the interests of the company or with laws and regulations, as well as any advertising that might be confused with editorial content.

Classified ads will only be included in the classified advertisement pages under relevant headings/sections. Dagens Medicin accepts no liability for listing adverts that are illegal.

Publication or inclusion of ads is not guaranteed if finished material does not meet the delivery requirements. Claims are therefore not applicable if the ordered listing is incorrect, late or missing.

## Record Retention

All advertising materials and documents are archived for six months. Hereafter, the materials and documents are deleted, unless special arrangements have been made. All errors and omissions excepted.

## Cancellation

There will be no additional charge for cancellation, if the cancellation is received no later than four weeks from the material deadline. An ad can be withdrawn up until two weeks before the material deadline at a cancellation fee of DKK 9,000. For ads booked with special placement, the deadline date is shown on the order confirmation.

## We look forward to hearing from you



### Helle Garrett

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Product Advertisement  
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### Carsten Venø

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Job Advertisement  
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### Marianne Ø. Petersen

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