

# DAGENS Medicin

## Danish Media Kit 2021



# 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 51,000 readers, including approximately 16,000 of the Danish, 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:** 20 per year  
**Issue day:** Friday  
**Circulation:** 16,000 copies  
**Readership:** 51,000 readers, cf. Gallup 2020

## Themes & Special Editions

Editorial themes will be published 20 times in 2021 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.

## The Best Hospital & People in Authority

Edition no. 3 and 14 are special editions of Dagens Medicin. These special editions are printed on thicker paper, and are trimmed with the possibility of printing ads closer to the edge.

DM3 edition includes the naming of the Best Hospital, DBH, in Denmark.



# Publication Schedule 2021

## Advertising, Deadlines & Themes

Month	Week	Edition	Release Date	Material Deadline	Booking Deadline	Theme
January	3	DM 1	22.01	15.01	18.01	Career + Psychiatry + *DBH Heart
February	5	DM 2	05.02	29.01	01.02	*DBH Diabetes - Cancer + Osteoporosis
	7	DM 3	19.02	12.02	15.02	*DBH
March	9	DM 4	05.03	26.02	01.03	Practice
	11	DM 5	19.03	12.03	15.03	Cardiac/Vascular
April	15	DM 6	16.04	09.04	12.04	Asthma/Allergy
	17	DM 7	30.04	23.04	26.04	Cancer/Hematologi
May	19	DM 8	14.05	07.05	10.05	Lungs
	21	DM 9	28.05	21.05	24.05	Diabetes
June	23	DM 10	11.06	04.06	07.06	Practice
	25	DM 11	25.06	18.06	21.06	Cancer

### Summer Holidays

August	33	DM 12	20.08	13.08	16.08	Career + Osteoporosis + Psychiatry
September	35	DM 13	03.09	27.08	30.08	Practice
	37	DM 14	17.09	10.09	13.09	Cardiac/Vascular + ESC Highlights
October	39	DM 15	01.10	24.09	27.09	Diabetes + EASD Highlights
	41	DM 16	15.10	08.10	11.10	Lungs + ERS Highlights
	43	DM 17	29.10	22.10	25.10	Cancer + ESMO Highlights
November	45	DM 18	12.11	05.11	08.11	Practice
	47	DM 19	26.11	19.11	22.11	*DBH Infection/Resistance
December	49	DM 20	10.12	03.12	06.12	*DBH Lungs + Diabetes

\*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.

### Strap, Insert Foiling, etc.

Please contact us for prices on strap and other creative content. See contact details on page 5.



# 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	44.600	
Full Page + 2 Columns Full Height	100 x 370	56.100	
Double-page Spread	530 x 370	67.500	
A4 Page	206 x 297	37.600	
½ Page	258 x 185	33.100	
Banner	258 x 75	22.600	
Mandatory Information			
1 Column	48 x 370		8.600
2 Columns	100 x 370		11.900
3 Columns	153 x 370		15.300
Special Advertising Placement			
Front-page Ad	258 x 185	84.500	
Front-page Banner	258 x 20	26.700	
Page 2	258 x 370	55.590	
Centre Spread	350 x 370	79.800	
Page 4, 7 or 9	258 x 370	52.600	
Page 11, 13 or 15	258 x 370	50.100	
Page 2-3	530 x 370	81.100	
Back Page	258 x 370	55.590	
Other Special Placements		Price + 15%	
Price per mm for Text Ads		42	

### Newspaper Formats

The diagram illustrates various newspaper advertising formats. It includes:
 

- Full page:** A single large rectangular block.
- Full Page + 2 Columns:** A large block divided into two vertical columns.
- 1/2 page:** A smaller rectangular block, half the height of a full page.
- Double-page Spread:** Two full-page blocks side-by-side.
- A4 side:** A small rectangular block, similar in size to a standard A4 page.
- Banner:** A thin horizontal rectangular block.
- Front-page Banner:** A thin horizontal rectangular block at the top of a page.
- 1 Column:** A single vertical column.
- 2 Columns:** Two vertical columns side-by-side.
- 3 Columns:** Three vertical columns side-by-side.

# 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)

## 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



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