

# Media Information 2023

## Print



Dagens Medicin is Denmark's only independent news- and debate journal specialized within the healthcare sector

# What is Dagens Medicin?

The newspaper, Dagens Medicin, is published every other Friday (odd week numbers) and has 16,000 subscribers. It is read by more than 51,000 healthcare professionals with each issue. The subscribers are all healthcare professionals\*.



## Issues

16,000 copies

## Frequency of publication

20 times a year

## Publication day

Friday



## Readership

51,000 readers  
(Gallup 2020.)

## Themes- and special editions

Editorial themes are released 20 times annually during 2023, and will enable targeted advertising towards specialists and doctors in general.

## The best hospitals in Denmark (DBH) and Power

The 3rd edition of Dagens Medicin commemorates the best hospital and department in Denmark. Issue 14 has the "Powerlist", top 100 powerful people in healthcare. Both are special editions with thicker paper quality and border ads.



\*Healthcare professionals are defined by law as doctors, dentists, veterinarians, pharmacists, nurses, veterinary nurses, pharmaceutical assistants, midwives, biomedical laboratory scientists, clinical dieticians, radiographers, social and healthcare assistants, and students within these professions, according to Reklamebekendtgørelsen (Advertising Announcement Regulation) § 1, paragraph. 3.

# Releaseplan 2023

Tekst-page advertising, deadlines and themes

Month	Week	Issue	Release date	Booking date	Material deadline	Theme
Januar	2	DM1	13.01	04.01	09.01	Denmark's best in cardiovascular + Hematology (ASH)
	4	DM2	27.01	18.01	23.01	Denmark's best in Diabetes and cancer + Diabetes/Obesity
Februar	6	DM3	10.02	01.02	06.02	Denmark's Best Hospital Magazine + Respiration
March	9	DM4	03.03	22.02	27.02	General Practice (Almen Praksis)
	11	DM5	17.03	08.03	13.03	Neurology/Psychiatry (ACTRIMS)
	13	DM6	31.03	22.03	27.03	Dermatology (AAD)
Easter						
April	16	DM7	21.04	12.04	17.04	Cardiovascular + Diabetes / Obesity
Maj	21	DM8	26.05	17.05	22.05	General Practice (Almen Praksis)
June	25	DM9	23.06	14.06	19.06	Cancer (ASCO) + Haematology (EHA) + Respiration (EAACI) + Nephrology (ERA) + Neurology (AHS) + Rheumatologist (EULAR & ACR)
Summer vacation						
September	35	DM10	01.09	23.08	28.08	General Practice (Almen Praksis) + Diabetes (ADA)
	39	DM11	29.09	20.09	25.09	Cardiovascular (ESC) + Power "Magazine" + Respiration (ERS)
October	41	DM12	13.10	04.10	09.10	Diabetes / Obesity (EASD)
	43	DM13	27.10	18.10	23.10	Cancer (EADV) + Obesity (Obesity week)
November	47	DM14	24.11	15.11	20.11	General Practice (Lægedage) + Rare Diseases
December	49	DM15	08.12	29.11	04.12	Diabetes/Obesity/Neurology (ASN) + Cardiovascular (AHA) + Neurology (EHF)

## Congresses


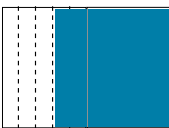




	Area	Date in 2023
ACTRIMS	Sclerose	23-25/2
AAD	Dermatology	17-21/3
EPA	Psychiatry	25-28/3
ADHD verdens-kongres	ADHD	18-21/5
EULAR	Rheumatologist	31./5-3/6
ASCO	Cancer	2-6/6
EHA	Haematology	8-11/6
EAACI	Asthma allergy	9-11/6
ERA	Neurology	15-18/6
AHS	Headache	15-18/6
ADA	Diabetes	23-27/7
EAN	Neurology	1-4/7
ESC	Cardiovascular	25-28/8

	Area	Date in 2023
ERS	Lungs	9-13/9
EASD	Diabetes	2-6/10
ECTRIMS	Sclerose	11-13/10
EADV	Dermatology	11-15/10
Obesity Week	Obesity	14-17/10
ESMO	Cancer	20-24/10
ASN Kidney Week 2023	Nephrology	2-5/11
AHA	Cardiovascular	11-13/11
Lægedage	Practice	13-17/11
EHF	Headache	22-25/11
SABCS	Cancer (breast)	5-9/12
ASH	Haematology	December

# Exposure

## Format and price

### Standard format



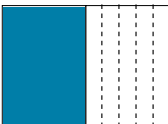


 <b>Full Page</b> Price in DKK: 44.600 kr. Format: 258 x 370mm	 <b>Full Page + 2 col. Full Hight</b> Price in DKK: 56.100 kr. Format: 258 x 370mm	 <b>Double-page Spread</b> Price in DKK: 67.500 kr. Format: 530 x 370mm
 <b>A4 Page</b> Price in DKK: 37.600 kr. Format: 206 x 297mm	 <b>1/2 Page</b> Price in DKK: 33.100 kr. Format: 258 x 185mm	 <b>Banner</b> Price in DKK: 22.600 kr. Format: 258 x 75mm

### Mandatory Information, black and white

 <b>1 Column</b> Price in DKK: 8.600 kr. Format: 48 x 370mm	 <b>2 Column</b> Price in DKK: 11.900 kr. Format: 100 x 370mm	 <b>3 Column</b> Price in DKK: 15.300 kr. Format: 153 x 370mm
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Special advertising placement	Size in mm (WxH)	price in DKK
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	Listepris + 15%	
Price per mm for Text Ads	42,0	

### Format in the paper

<b>Front-page Ad</b> 	<b>Front-page Banner</b> 	<b>Page 2</b> 	<b>Centre Spread</b> 	<b>Back Page</b> 
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# Effective exposure

There are many possibilities in terms of effective exposure in Dagens Medicin. Do you need to carry out a special message and be sure to catch the attention of doctors? Our advertisement-test has several times shown that messages on **inserts, belly belts, foiling, sticking postcards** ect. gets a lot of valued attention.



## Advertorial

### - New option

It is now possible to get an advertorial in the newspaper. By using an advertorial rather than a regular ad, you get the opportunity to broaden your messages about your specific product. Hereby you provide your customer with more useful knowledge and information. An advertorial in the newspaper is an advertisement, similar related to an article.

### Requirements for advertorials

There must be legible labelling so that the readers know it is an ad / paid content.

Do not use a typography and layout that can be confused with Dagens Medicin.

Advertorials are set up by the advertiser but gets approved by Dagens Medicin before it is sent to print.

### Technical specifications

- Resolution 200 dpi
- Colour images must have good contrast
- Line 400 dpi
- Raster 40 lines
- Colours CMYK-separated
- Font size min. 9 points for negative text
- Font size min. 6 points for positive text.

### Price:

- Equivalent to the prices of a full-page print ad + 5%



Call or write for prices on the above and other creative assignments.  
See contact information on page 6.



# Material 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) / [masi@dagensmedicin.dk](mailto:masi@dagensmedicin.dk).

More information about the specific Material deadlines, in the Release schedule on page 3.

## Technical specifications

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- Line 400 dpi
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- Colors CMYK-separated
- Font size min. 9 points for negative text
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## PDF specifications

CMYK-separated pressoptimized PDF, fonts embedded, 200 dpi image material, none pruning. InDesign and Illustrator's transparency function should not be used. Other than that, go to [www.kankanikke.dk](http://www.kankanikke.dk) for correct setting of PDF. If text is published in the advertisement that refers to the product summary, the fonts used in the material must be attached.

## DBH and the Power issue

Please be aware of the changed ad formats, for these editions. Furthermore, the material must be delivered as a PDF, 60 lines.

### Full page ad:

258 x 370 mm. But regarding DBH and the Power issue the size is: 241 x 341.

## 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 art-work.

## 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 responsibility 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 will be 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 10,000. For ads booked with special placement, the deadline date is shown on the order confirmation.

## Contact



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