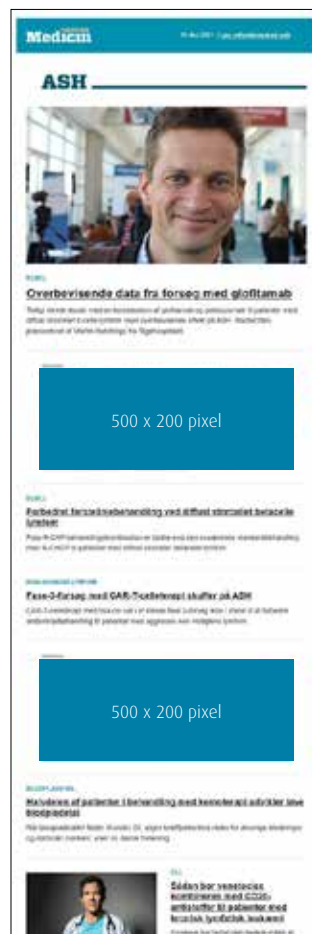
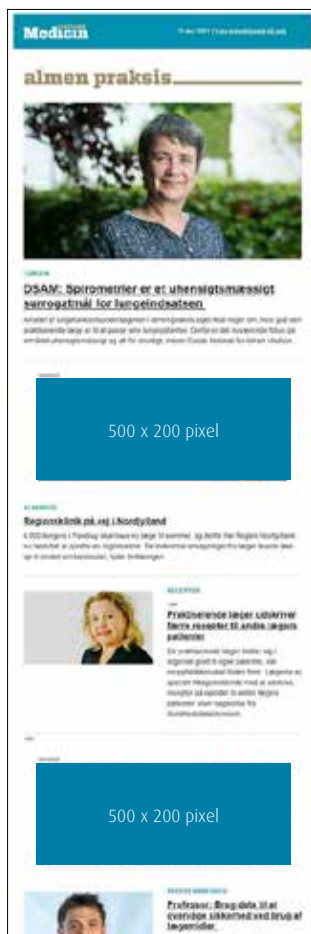


# Media information 2023

## digital advertisement



## Targeted advertisement to General Practitioners

The General Practice-Newsletters are published every Wednesday to General Practitioners and those with particular interest in General Practice.

By advertising in this newsletter, you can keep general practice updated with your product.

The editorial staff covers the news for the general practitioners, and describes the most important political, economic and medical events within the field.

## Additional exposure

### 5 daily newsletters during Medical Days\* in week 46


Achieve daily advertising during Medical Days where Dagens Medicin's journalists delivers current news -

a unique opportunity for exposure towards the general practitioners.

\* PLO's continuing education

### Questions:

Please contact our commercial department for advertising prices, opening rates and deadlines. For contact information note page 10.




**»Jeg satte mig i min klinikstol og vidste, at jeg ikke kunne arbejde mere«**

For et år siden gik praktiserende læge Hanne ned med alvorlig stress. 10 måneder efter kæmpede hun sig tilbage til sin praksis. Undersøgelse viser et højt stressniveau blandt praktiserende læger.

Annons

500 x 200 pixel



**Leder af akutteam: Tværsektoriel aftale i hovedstaden vil virke**

Ny aftale i hovedstaden om øget samarbejde mellem akutteam og praktiserende læger vil sænke antallet af indlæggelser, vurderer leder af akutteam, som allerede har en aftale med de praktiserende læger.

Annons

500 x 200 pixel

**Journaler strandet efter konkurs hos praktiserende læge**

I næsten to måneder har op mod 2.200 borgere i Nordsjælland ikke haft adgang til egne lægejournaler. De er strandet i et konkursbo i Humlebæk.

praktiserende læger vil sænke antallet af indlæggelser, vurderer leder af akutteam, som allerede har en aftale med de praktiserende læger.

## Target your advertisement towards the specialists in our theme newsletters

THEMES about:

- Diabetes
- Lungs
- Cancer
- Cardiovascular
- Psychiatry
- Rheumatology
- Sclerosis
- Pediatrics
- Asthma and allergies
- Hematology
- Urology
- Dermatology
- Vaccines
- Infections
- Gynecology

Please contact us regarding additional themes.

The theme newsletters are published every Friday to specific groups of specialists. By advertising in our clinical newsletters, you get a special opportunity to expose your product to your target group(s) of specialists and decisionmakers.

### Questions:

Please contact our commercial department for advertising prices, opening rates and deadlines. For contact information note page 10.



The screenshot shows the Dagens Medicin website interface. At the top, there's a header with the logo and navigation links like 'TIL EN KOLLEGA' and 'AERØBENHED'. Below the header is a large image of a building and a statue. A quote from a doctor is featured: 'Jeg satte mig i min klinikstol og vidste, at jeg ikke kunne arbejde mere'. Below this, there's a section titled 'diabetes' with a sub-header 'Ultralød kan forudse hjertekarsygdom hos diabetikere'. This section includes a small image of a person's arm being scanned and a paragraph of text. Below this is a large blue box with the text '500 x 200 pixel'. Further down, there's another section titled 'Tværfagligt netværk i Sjælland sætter fokus på diabetiske fodkomplikationer' with a small image of a person in a white coat. The bottom section is titled 'Leder af akutteam: Tværsektoriel aftale i hovedstaden vil virke' and includes a small image of a person in a white coat.

**diabetes**

**Ultralød kan forudse hjertekarsygdom hos diabetikere**

Nyt studie viser, at en ultralydsscanning af hjertet kan afsløre, hvilke patienter med type 1-diabetes der er i risiko for at få en hjertekarsygdom. Lovende resultater, men vi skal vide mere, før vi implementerer det, siger overlæge i kardiologi.

**500 x 200 pixel**

**Tværfagligt netværk i Sjælland sætter fokus på diabetiske fodkomplikationer**

Region Sjælland har fået et nyt netværk på tværs af faggrupper og sygehuse, hvor målet er at samarbejde om behandling af diabetes og fodkomplikationer. Det skal skabe mere ens kvalitet.

**Leder af akutteam: Tværsektoriel aftale i hovedstaden vil virke**

Ny aftale i hovedstaden om øget samarbejde mellem akutteam og praktiserende læger vil sænke antallet af indlæggelser, vurderer leder af

## Advertise in Dagens Medicin's news coverage from foreign scientific congresses

### Achieve unique targeted exposure of your product to the group of specialists.

Dagens Medicin participates in congresses all over the world. Our science specific journalists cover the most important news within the treatment areas.

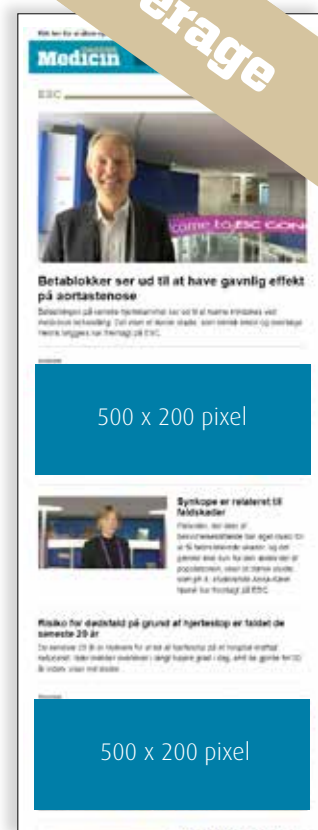
We produce a daily digital newsletter for specific target groups, who receive the news in their inbox every day. It gives you a unique opportunity to advertise along with scientific news - directly towards your audience of specialists.

**The Congress package** consists of banners in the special congress newsletters during the congress as well as on the associated congress site on [dagsmedicin.dk](http://dagsmedicin.dk).

Congress	Therapy areas	Dates in 2022	Booking deadline	Material deadline
<b>ECTRIMS</b>	Sclerose	23.-25. February	26. January	13. February
<b>EULAR</b>	Rheumatology	31. maj-3. June	28. april	17. May
<b>ASCO</b>	Cancer	2.-6. June	4. May	22. May
<b>EHA</b>	Hematology	8.-11. June	8. May	26. May
<b>EAACI</b>	Asthma / Allergy	9.-11. June	8. May	26. May
<b>ERA</b>	Neurology	15.-18. June	15. May	6. juni
<b>ADA</b>	Diabetes	23.-27. juni	26. May	12. June
<b>EAN</b>	Neurology	1.-4. July	5. June	19. June
<b>ESC</b>	Cardiovascular	25.-28. August	1. August	14. August
<b>ERS</b>	Lungs	9.-13. September	14. August	28. August
<b>EASD</b>	Diabetes	2.-6. October	4. September	18. September
<b>EADV</b>	Dermatology	11.-15. October	11. September	2. October
<b>Obesity Week</b>	Severe overweight	14.-17. October	11. September	2. October
<b>ESMO</b>	Cancer	20.-24. October	25. September	9. October
<b>ASN Kidney Week 2023</b>	Nephrology	2.-5. November	9. October	23. October
<b>AHA</b>	Cardiovascular	11.-13. November	16. October	30. October
<b>Lægedage</b>	General practice	13.-17. November	16. October	1. November
<b>SABCS</b>	Cancer (breast)	5.-9. December	9. November	27. November
<b>ASH</b>	Hematology	December	1. November	27. November

### Questions:

Please contact our commercial department for advertising prices, opening rates and deadlines. For contact information note page 10.



## Advertise in 5 daily newsletters

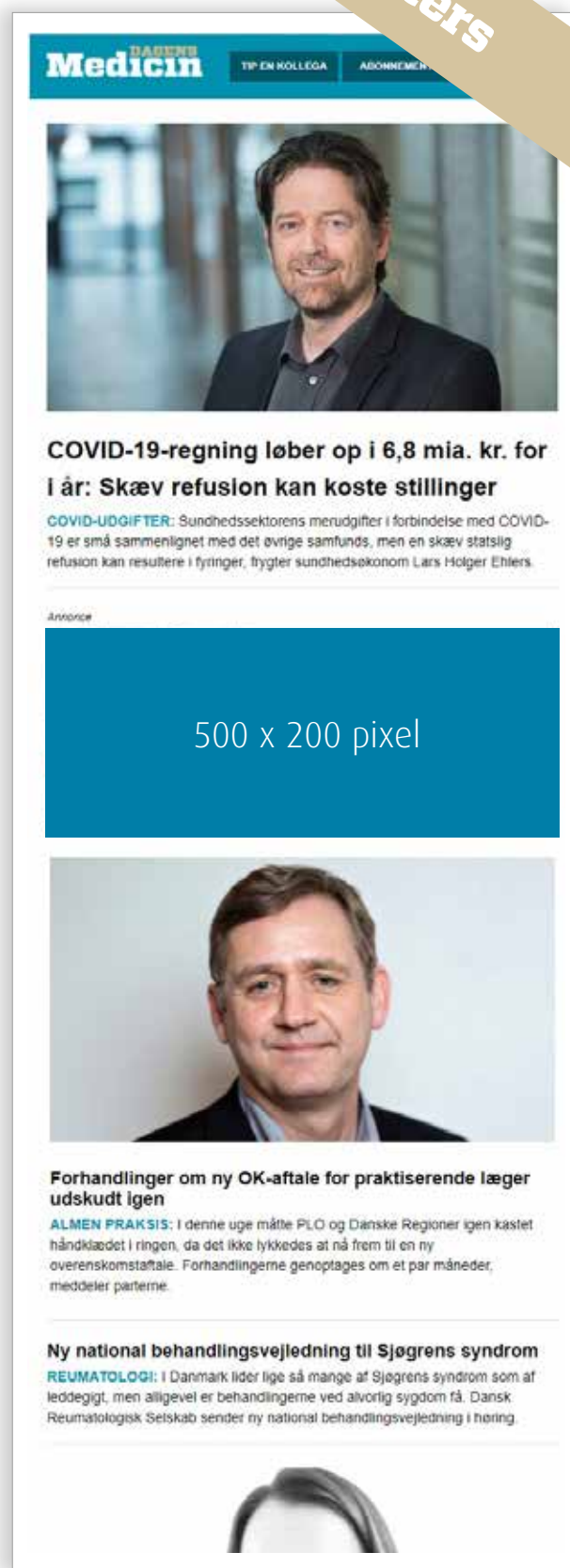
Dagens Medicin is published every weekday containing the most important news within health/medicine/research and science as well as the latest jobs openings.

The newsletter reaches over 4.300 health professionals every day.

This makes this newsletter an ideal opportunity to expose your message to the healthcare sector.

### Questions:

Please contact our commercial department for advertising prices, opening rates and deadlines. For contact information note page 10.



## Be where the specialist is...

The website [dagensmedicin.dk](https://dagensmedicin.dk) can be accessed on various platforms, also smartphones and tablets. Thus, we keep our readers up to date, whether they are on the go, in the office or at home on the couch. Here, our readers follow the daily news, debate, the latest research, and current job openings, etc. Dagens Medicin is right where your target audience is.

In terms of the target group 'Health professionals', you have a key opportunity to advertise both widely and to a specific group of specialists.

Regarding of your requirements, there is no doubt that there is great value in being where your target audience is – and it is often on several different platforms, such as print and digital.

We offer different campaign types on [dagensmedicin.dk](https://dagensmedicin.dk), such as:

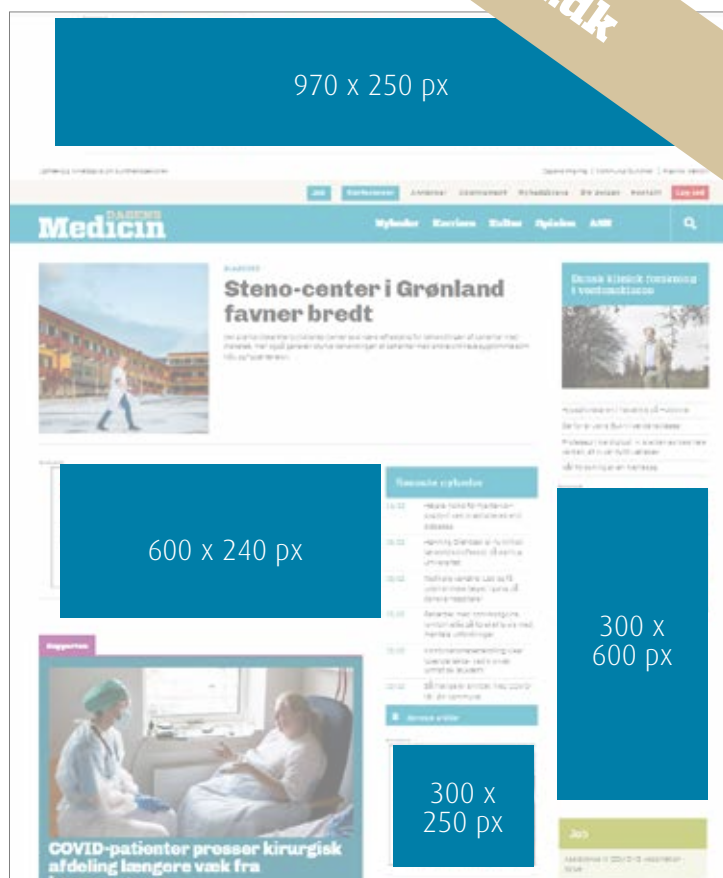
- Run of site (ROS), where the exposures are distributed randomly across all banner placements
- Sponsorship of a subject section within your therapy area, such as General Practice, Diabetes, Lungs, Cancer, Cardiovascular, Psychiatry, Rheumatology, Asthma and Allergy, Infection etc.
- Targeted exposures where the banner follows the specialist around the site and / or the newsletters

When you advertise on [dagensmedicin.dk](https://dagensmedicin.dk) you get banner exposures in 4 banner formats:

- 970 x 250 pixels (w x h)
- 600 x 240 px.
- 300 x 600 px.
- 300 x 250 px.

### Questions:

Please contact our commercial department for advertising prices, opening rates and deadlines. For contact information note page 10.



## Advertorial – sponsored article

A digital advertorial on dagensmedicin.dk is a sponsored article provided by the advertiser. You have the freedom to determine what you want to write and, therefore, you can also highlight what you consider to be the most important for your brand and business. The sponsored text should be relevant to the target audience and add value for the reader.

### Why advertorial

- Published in an editorial environment that fits the context and engages the readers
- More space to describe studies, products and services than traditional banners can achieve
- Provides readers a good advertising experience.

### Requirements for an advertorial

We recommend between 3,500-5,000 characters (incl. spaces) incl. the headline and subheadline. The closer to 3,500 characters, the better to keep the readers engaged:

- An image with dimensions of 1460 x 821 pixels
- One headline – max 50 characters
- A subheadline – max 150-200 estimates
- A summary text and text - recommended between 3,500 - 5,000 characters (incl. spaces) Including the headline and subheadline.
- Optional additional elements
- Mandatory text if the advertorial is branded.

### Questions:

Contact our commercial department, see page 10 for contact information.



## Material specifications for the NEWSLETTER

We need one banner in the following size:

500x200px (width x height)

Max 100 kb. per. banner.

It is possible to use one of the following formats:

1. Static banner – no animation (allowed file type: .jpg, .png)
2. Dynamic banner – GIF-file with "animation"/frames that change (allowed file type: .gif)

### REMEMBER:

- If the banner material has white edges, then use a 1px black frame around all the material (this way the banner doesn't blend with the background).
- URL to the mandatory text - either to a page on your site, or directly to a PDF with the mandatory text. If you are not able to do this, you can also send the mandatory text to us in the form of a PDFdocument (max size: 1MB), and then we will create the URL.
- It is not possible to use animations in the banners using HTML or Flash. Animated GIF banners can be used in some newsletters - except in Outlook, where only the first frame/picture is displayed.

### Please mail the material to:

Majken Simonsen, [masi@dagensmedicin.dk](mailto:masi@dagensmedicin.dk) and as cc to Carsten Venø, [cvj@dagensmedicin.dk](mailto:cvj@dagensmedicin.dk).

### Regarding the delivery of the banners, please email the material to:

Majken Simonsen, [masi@dagensmedicin.dk](mailto:masi@dagensmedicin.dk) and put Carsten Venø, [cvj@dagensmedicin.dk](mailto:cvj@dagensmedicin.dk) as carbon copy (cc).

### Deadline for submission:

1 week before publication of the newsletter.

### NOTE!

These elements cannot be used in newsletters:

- Javascript
- Iframe
- Flash
- Embedded audio
- Embedded video
- Forms.

## Material specifications for dagensmedicin.dk

We need one banner in each of the following sizes: (width x height)  
970x250px, 600x240px, 300x600px and 300x250px  
Max 200 kb. per. banner.

The banners must be delivered in one of the following formats:

1. Static banner – no animation (allowed file types: .jpg eller .png)
2. Dynamic banner – GIF-file with "animation"/frames that change (allowed file types: .gif)
3. Dynamic banner – HTML-banners with animation (allowed file types: .html, .js, .jpg, .gif, .png).

### REMEMBER:

- If the banner material has white edges, then use a 1px black frame around all the material (this way the banner doesn't blend with the background).
- URL to the mandatory text – either to a page on your site, or directly to a PDF with the mandatory text. If you are not able to do this, you can also send the mandatory text to us in the form of a PDF document (max size: 1MB), and then we will make a URL for you.
- A HTML-banner can link to two different destinations. This is a unique feature for html and is therefore not possible in any of the other banner types.

### Regarding dynamic HTML-banners:

- Use only one level of subfolders
- Do not use '@' or space in file names
- The maximum file size with subfolders must not exceed 200 KB per. banner

Click tags must be defined as a javascript variable in the header. eg.:

```
<script type="text/javascript">  
var clickTag = "http://www.google.com";  
</script>
```

The ad should refer to click tag variable as clickthrough url. Eg. like this:

```
<a href="javascript:void.open(window.clickTag)">  
  
</a>
```

Read more about clicktag here: <https://support.google.com/admanager/answer/7046799>

Ads produced with 'Google Web Designer' should not use clicktag. Instead, 'exit event' can be used, as described here:

<https://support.google.com/richmedia/answer/2672517> and here  
<https://support.google.com/richmedia/answer/6073073>

### If there are additional questions for HTML banners please contact:

[annonce@dagensmedicin.dk](mailto:annonce@dagensmedicin.dk).

### Regarding the delivery of the banners, please email the material to:

Majken Simonsen, [masi@dagensmedicin.dk](mailto:masi@dagensmedicin.dk) and put Carsten Venø, [cvj@dagensmedicin.dk](mailto:cvj@dagensmedicin.dk) as carbon copy (cc).

### Deadline for submission:

1 week before going live, and 2 weeks before if it is an HTML-banner.

## Kontakt

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**Carsten Venø**

Key Account Manager  
Tlf.: +45 27 84 21 74  
cave@dagensmedicin.dk



**Tina Ipsen**

Kommerciel direktør  
Tlf.: +45 21 68 49 20  
tiip@dagensmedicin.dk

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