



# Rate card for advertising in Tandläkartidningen

**Tandläkartidningen dates back to 1909 and is owned by The Swedish Dental Association. We reach a very specific target audience, Sweden's dentists. All dentists are familiar with us, almost all of them read us.**

**Tandläkartidningen** writes about trade news, materials and methods, politics and research. We interview influential people and publish reports from different agencies and countries. Our reader surveys demonstrate that the print edition of the magazine, which is published 10 times a year, is strongly anchored with the audience. Tandläkartidningen is also available online, on social media and as an app.

## Private and public employees

We address both publicly employed and private practice dentists, general dentists as well as specialists, researchers and university teachers. Almost 90% of Sweden's dental students re-

ceive Tandläkartidningen through their membership in The Dental Association's student union.

## Appreciated by the students

An important and appreciated section of Tandläkartidningen, not least by the students, is our scientific articles and scientific special issues which we publish in collaboration with the other Nordic countries. It is here that they find new knowledge. We also reach many private practices which are not members but who subscribe to the magazine for their clinics. This means that every issue of Tandläkartidningen is read by more than one person. In this manner we reach around 85 percent of Sweden's dentists and

even other professional groups within dental care, including dental technicians, dental hygienists and dental nurses. One ad with us thus reaches basically all of Sweden's dental caregivers.

## Many platforms

We offer product and job placement ads in the print edition of the magazine, in the newsletter, on our website tandläkartidningen.se - where we recently launched a new job site - and on Facebook.

**Anna Norberg,**  
Editor-in-Chief



# Publishing Plan 2024

Tandläkartidningen is published by the Swedish Dental Association and reaches dentists, as well private as employees in public dental care. Our readers have great confidence for Tandläkartidningen, it shows in several reader surveys that have been done over the years. Circulation 7,700 copies (TS 2023).

More than 50% of the readers have discussed ads in the newspaper with someone else \*

Issue	Publishing Date	Material Deadline
1	1 February	12 January
2	29 February	9 February
3	4 April	13 March
4	8 May	17 April
5	13 June	23 May
6	15 August	26 July
7	5 September	16 August
8	3 October	13 September
9 *	7 November	15 October
10	12 December	22 November

\* Edition for the trade fair Swedental

32% of the readers have purchased products or services advertised in Tandläkartidningen.\*



\*According to Tandläkartidningen's reader survey in 2023

## Facts about Tandläkartidningen

- **7 700** dentists and dental students receives Tandläkartidningen each month.
- **35 000** unique visitors has our homepage tandlakartidningen.se, every month!
- More than **10 000** subscribers receive the newsletter every Thursday

\* Source TS 2023.

## Facts about Tandläkartidningen's audience

- **47%** has financial and purchasing responsibilities.
- **70%** has worked as dentist for more than 10 years.



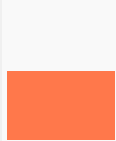
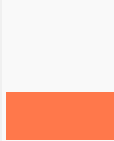



### Why do You advertise in Tandläkartidningen?



At Ultradent Products, we are experiencing a strong growth. The collaboration with Tandläkartidningen and Mediakraft is steadily increasing and is an important part of our marketing to make visible and inform about existing products but also product news.  
*Patric Bellton, Ultradent*



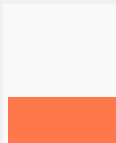


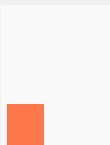


## Advertising Formats - Product

 <p><b>Spread</b> 420 x 280 mm Bleed + 3 mm 45 000 SEK</p>	 <p><b>Full page</b> 210 x 280 mm Bleed + 3 mm 25 000 SEK</p>	 <p><b>Half page, horizontal</b> 178 x 122 mm 14 600 SEK</p>	 <p><b>1/3 page horizontal</b> 178 x 79 mm 10 800 SEK</p>
 <p><b>1/4 page</b> 85 x 122 mm 8 400 SEK</p>	 <p><b>2 &amp; 3 cover</b> 210 x 280 mm 25 900 SEK</p>	 <p><b>Back cover</b> 210 x 280 mm 26 900 SEK</p>	

For requested placements, a surcharge of 10% will be added.

## Advertising Formats - Classified, remittances

 <p><b>Full page</b> 178 x 232 mm 22 900 SEK</p>	 <p><b>Half page, horizontal</b> 178 x 113 mm 14 100 SEK</p>	 <p><b>1/3 page horizontal</b> 178 x 73 mm 9 600 SEK</p>	 <p><b>Horizontal two columns</b> 117 x 73 mm 6 400 SEK</p>
 <p><b>Large one column</b> 57 x 113 mm 5 000 SEK</p>	 <p><b>Small one column</b> 57 x 73 mm 3 300 SEK</p>	<h3>Supplements</h3> <p>Send Your offer as an insert with Tandläkartidningen. Contact us for price.</p> <p><b>For requested placements, a surcharge of 10% will be added.</b></p>	

## Why do You read Tandläkartidningen?



For us clinics it is important to follow developments in the society and science research. Tandläkartidningen keeps us updated scientifically partly through whole articles, partly with summaries of published re-

search results. The editorial staff is fast with reporting news within the dental industry. In Tandläkartidningen there is always something for all of us in the dental profession.  
*Maria och Göran Friman, Dentist*

# Digital Advertisements

A banner on our homepage tandlakartidningen.se or in our e-newsletter is an excellent way to build Your brand.

- Our homepage has an average of 35.000 unique visitors each month.
- Our e-newsletter reaches more than 10 000 subscribers each Thursday.

More than  
**10 000**  
subscribers receive  
Tandlakartidningen's  
newsletter every  
week.

## Banner Ad in newsletter – Published every Thursday

Format	Size	Price per issue
Banner	468 x 240 px	SEK 12 500

## Banner Ad on Tandlakartidningen.se

Format	Size	SoV*	Price per month
Top Banner	468 x 240 px	50%	SEK 12 500
Center Banner	468 x 240 px	50%	SEK 7 800
Right Column	300 x 250 px	50%	SEK 6 500

\* SoV = Share of voice

## Homepage Takeover Ads

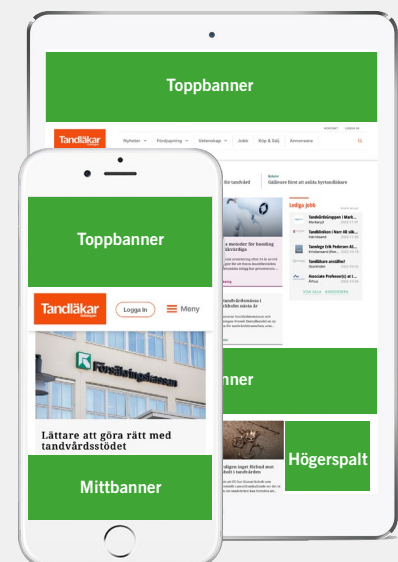
The format welcomes the visitor and covers the entire screen.

Format	Size	Price per week
PNG, JPG, GIF	1920 x 1080 px 1080 x 1920 px	SEK 10 000

## Native:

Native advertising is a type of advertising that has increased rapidly in recent years and provides a high engagement and reading value compared to traditional digital advertising. Natives gives you the opportunity to communicate to the reader with a narrative text in a similar way as an article. More information and specifications are given when booking.

Format	Size	Price/ 2 weeks
Top image	1920 x 1280 px	SEK 12 500
Image in body text	300 x 250 px	
Preamble	Max 240 characters	
Body text	2000-3000 characters	



Tandlakartid-  
ningen.se has  
**35 000**  
visitors  
every month

## Contact



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