

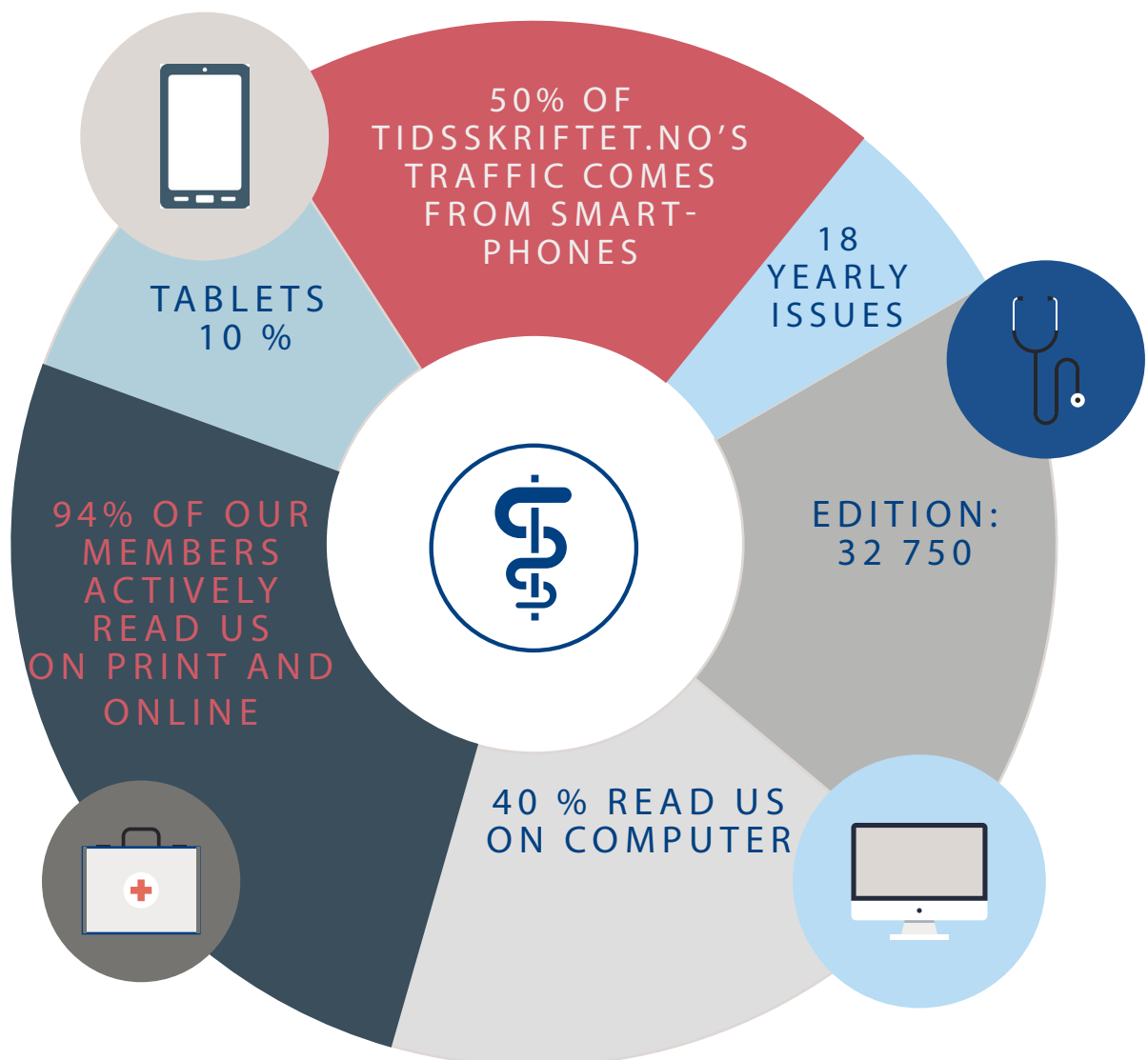


# Tidsskriftet

DEN NORSKE LEGEFORENING

## MEDIA PLAN 2019

### Product advertising - Print and digital



#### CONTACT INFORMATION & BOOKING HS Media AS

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## WHEN DOCTORS ARE THE AUDIENCE

### YOU MEET THE DOCTORS IN OUR JOURNAL - BOTH IN PRINT AND ONLINE

Doctors in Norway have different work areas - but common to all is that they receive our journal in their mailbox about every 2nd week. Many doctors refer to the magazine as "the doctor's cultural carrier" and read the content with great interest and enthusiasm. The same applies to Tidsskriftet.no where we publish all content from the paper edition as well as current news for doctors. The website has provided new ad space that is being used increasingly.

The journal is also active on social media. Our broad media profile means that we have extensive communication with Norwegian doctors in many channels. Which ever channel or platform it is the journal's quality-assured content that is the core of our business.

The magazine is read mainly by doctors, but also medical students and other health professionals are among the readers. The journal is read with passion and care, because each issue offers the readers information and updates within their fields. Our journal has a unique position in the Norwegian market, and provides an optimal environment for advertising medicines and medical equipment. The paper edition is printed in over 32 000 copies, and tidsskriftet.no has approximately 580 000 page views per month.

## PRINT ADVERTISEMENT

### ISSUE PLAN 2019

| EDITION | PUBLICATION | DEADLINE    |                        |
|---------|-------------|-------------|------------------------|
| No. 1   | Jan 15      | Dec 17 2018 |                        |
| No. 2   | Jan 29      | Jan 10      |                        |
| No. 3   | Feb 12      | Jan 24      | Ad survey              |
| No. 4   | Feb 26      | Feb 6       |                        |
| No. 5   | Mar 12      | Feb 21      |                        |
| No. 6   | Mar 26      | Mar 7       |                        |
| No. 7   | Apr 9       | Mar 20      | Easter edition         |
| No. 8   | May 7       | Apr 10      | Ad survey              |
| No. 9   | May 28      | May 8       | National board meeting |
| No. 10  | Jun 25      | Jun 5       | Summer edition         |
| No. 11  | Aug 20      | Aug 1       | Education edition      |
| No. 12  | Sep 10      | Aug 22      |                        |
| No. 13  | Sep 24      | Sep 5       | Ad survey              |
| No. 14  | Oct 8       | Sep 19      |                        |
| No. 15  | Oct 22      | Oct 3       |                        |
| No. 16  | Nov 5       | Oct 17      | Ad survey              |
| No. 17  | Nov 19      | Oct 31      |                        |
| No. 18  | Dec 10      | Nov 21      | Christmas edition      |

Both the digital and the paper edition is launched simultaneously.

### PRICES 2019 (NOK)

| FORMAT | BLACK  | COLOUR |
|--------|--------|--------|
| 2/1    | 44 800 | 61 400 |
| 1/1    | 23 800 | 34 400 |
| 2/3    | 18 300 | 29 800 |
| 1/2    | 14 800 | 25 000 |
| 1/3    | 11 600 | 22 400 |
| 1/4    | 8 800  | 17 000 |
| 1/8    | 5 200  | 8 400  |

#### SPECIFIC POSITIONS

|                                  |        |
|----------------------------------|--------|
| Inside front cover               | 50 400 |
| First possible double page       | 62 400 |
| Outside back cover               | 44 400 |
| Outside back cover with gatefold | 59 000 |

#### INSERT

Single sheet (glued) - Priced upon request  
Plastic wrapped - Priced upon request

#### SELECTED SUPPLEMENT

Advertisers can choose to send supplement to selected groups, such as one or more groups of specialists.

Priced upon request

## FORMAT OVERVIEW

### BLEED SIZE, FULL PAGE

218 x 305 mm with crop marks / net marks placed on 210 x 297 mm (so 4 mm bleed on all four sides).

### BACK FORMAT

Ordinary rear size is now 185 x 225 mm. Most commonly used is bleed: 214 x 241 mm. It includes 4 mm cutting edge on the left and below. Towards the back, and the address field is not cutting edge.

### BINDING

Journal perfect binder, 3 millimeters in the back. By matching the spread (two-sided) must be calculated 9.10 mm between converging text in the back. If not, your text milled away by binding. When placing items into the marrow must also be taken into account, then ads can be placed on both the right and left sides.

#### Delivery address supplements:

Lundeby & Co, 1878 Hærland, tel. 69 89 86 00.



### PRINT

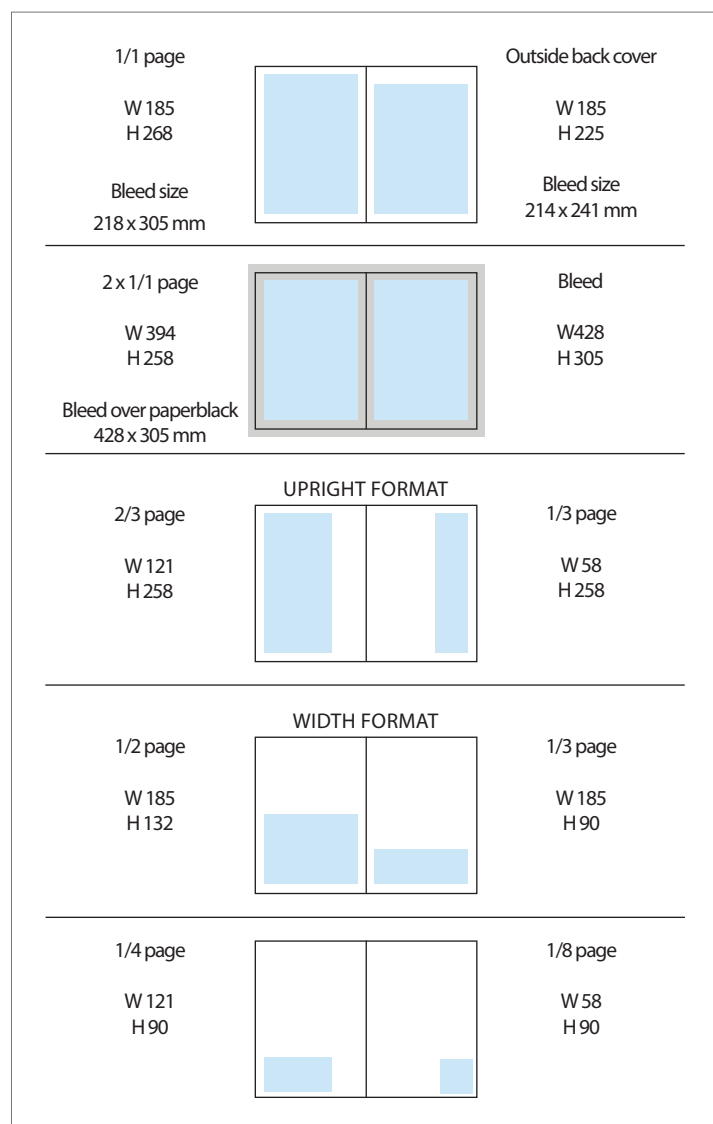
07 Media -07.no

### TERMS & CONDITIONS

By entering into an agreement to purchase advertising space in Tidsskriftet, the advertiser confirms to have accepted the following terms:

It is the advertiser's responsibility that the content complies with current regulations. For drug advertisements, the text must be in line with SPC. The advertisement content is reviewed by Tidsskriftet before publishing. Tidsskriftet reserves the right to reject advertisements on health care basis or for the sake of our profile.

## FORMAT PLAN



## PRACTICAL INFORMATION

Cancellation deadline is 4 weeks before publication date. Cancellations made after this date will be billed in full. We reserve the right to choosing placement on all ads, apart from the reserved pages. Complaints, corrections and stop orders must be writing. Agency commission is 3.5%.

## CONFIRMED CIRCULATION

|                           | TOTAL  |
|---------------------------|--------|
| Association subscriptions | 31 458 |
| Paid subscriptions        | 324    |
| Discounted subscriptions  | 1      |
| Other regular free distr. | 91     |
| Total distribution        | 31 874 |

## TECHNICAL INFORMATION

|                  |                            |
|------------------|----------------------------|
| Format           | A4                         |
| Bleed size       | 215 x 305 mm               |
| Type area        | 185 x 255 mm               |
| Bleed print area | Yes                        |
| Printing         | Offset                     |
| Paper; Cover     | 200 gram Artic Volume      |
| Paper; Matter    | 90 gram Munken print white |
| Screen; Cover    | Stochastic                 |
| Screen; Matter   | Stochastic                 |
| Medical part     | 3 columns, width 58 mm     |

# DIGITAL ADVERTISING - TIDSSKRIFTET.NO

## TECHNICAL DATA AND FORMATS

Tidsskriftet.no uses the following advertisement formats:

**FULL WIDTH:** 980x120 px or 980x150 px

**Mobile:** B: 320px H: 90/120px

We rotate four and four ads on each banner position.

The price for a digital ad on Tidsskriftet.no are:

- Pop-up banner: NOK 28 600**
- Top banner: NOK 28 600**
- Bottom banner: NOK 26 500** per month exclusive of VAT.

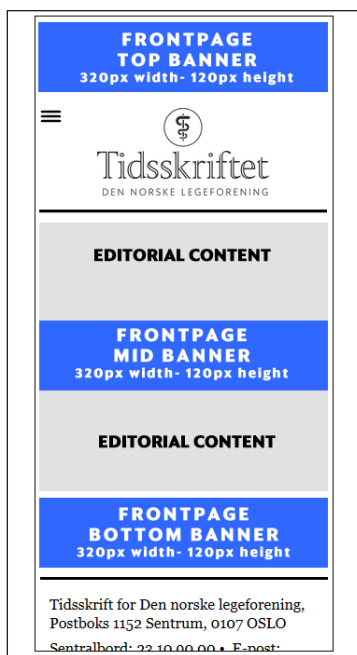
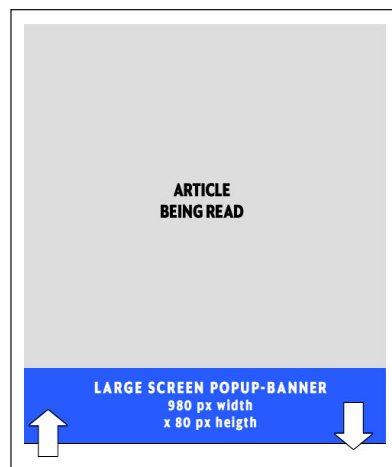
A discount may be available for prolonged agreement periods. The material can be changed during this period.

### TRADITIONAL BANNER



### POP-UP BANNER

Popup-banner is a format that animates in from the bottom of the page/screen when the reader has scrolled about on screen-height down and remains as a layover until the reader has read about one screen-length. The ad is then collapsed. The format gives guaranteed exposure-time. On a PC-screen the format is 980x80 px and displays when the reader has come 700 px down the page. It is closed at 1400 px down the page. The mobile format is 320x80 px and is displayed when the reader reaches 500 px down the page. It is closed 1200 px down the page.



## CONTENT DESIGNATIONS - TIDSSKRIFTET.NO

Allow for a minimum of two working days before publication.

We assume that our advertisers relate to Norwegian law and have read and abide by our data policy.

Read more: <http://tidsskriftet.no/annet/datapolicy-annonsering-pa-tidsskriftetno>

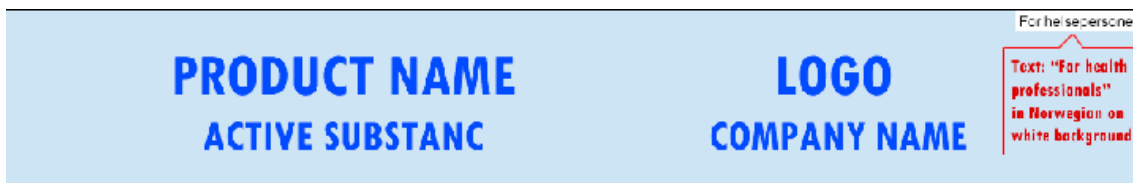
### MARKING OF PRESCRIPTION DRUGS

#### MARKING

We recommend that online advertisements that promote prescription drugs at tidsskriftet.no be marked with a text saying "For health personnel", as follows:

- Use a 13 pt font for both desktop- and mobile versions.
- Use black or white text and a commonly used font, e.g. Verdana or Georgia.
- Do not use italicised or condensed fonts, as this hinders legibility.
- The text must be placed against a background that provides a strong colour contrast and distinguishes the content from the remainder of the advertisement.
- The marking must be placed at the top of the advertisement, preferably in the top right corner.

#### EXAMPLE



#### CONTENT

The ad can contain the name of preparation or logo or substance and company name (logo), ref. Rules for banner ads.

The ad can be linked to the SPC / shared directory text accompanying the product, or the advertiser's own website.

We expect that the advertiser is familiar with the regulations governing advertising of drugs on the Internet.

# ADVERTISING TERMS - TIDSSKRIFTET.NO

By signing an agreement to purchase an ad space on the tidsskriftet.no, the website of Tidsskrift for Den norske legeforening, the advertiser confirms that the following conditions have been accepted:

## MATERIAL REQUIREMENTS AND BOOKING

It is the advertiser's responsibility that advertising material complies with the applicable regulations, including rules for marketing pharmaceuticals. Advertising material must be submitted to Tidsskriftet before publication for review. Tidsskriftet reserves the right to reject advertising material on a health-related basis.

We wish that all promotional material will be sent to our advertising partner HS Media and posted by them under Tidsskriftets Google Ad Manager account. It is allowed to display ads from another Ad Manager account or other advertising system, as long as the ad material is not changed after Tidsskriftet has approved it or during the advertising period.

The ads can be delivered in JPG, PNG or HTML5 format. Video and audio playback in the ads are not allowed. Animation is allowed, but the magazine reserves the right to reject ads with, for example, high animation temp, which gives a highly disturbing visual effect.

The loaded content for a 980px wide ad can not exceed 100 Kb and a 320px wide ad can not exceed 50Kb.

## DATAPOLICY

The purpose of Tidsskriftets data policy towards advertisers is to regulate the collection and use of data on tidsskriftet.no. This policy applies to all parties involved in the sale and delivery of ads on tidsskriftet.no, including advertisers, sales agencies, DMPs, advertisers, and any other third party who uses or provides data for displaying ads.

- Data generated, collected and saved for displaying ads on tidsskriftet.no can only be used to measure and control the appropriate ad campaign or campaign of the same advertiser. Advertisers can not set their own cookies or use other tracking techniques.
- It is not permitted to collect or process personal data or data that may be treated as personal data by processing through Tidsskriftet. Personal information means information and assessments that can be linked to an individual, including IP addresses. This applies even if the user has been asked and accepted the collection, use, or storage through GDPR dialogs on the advertiser's website.
- There is no reason to use data collected through advertising on tidsskriftet.no for targeting or retargeting visitors to other sites or services.
- It is not allowed to sell or transfer data collected on tidsskriftet.no to any third part, including advertisers and DMPs.
- When purchasing advertising on tidsskriftet.no, the advertiser/customer assumes responsibility on his own behalf and responsibility for the affiliates, partners, customers and/or service providers to comply with the Terms and Conditions of the Advertising Materials.
- Violation of these terms and conditions implies a significant breach of the advertiser/agency advisory agreement and tidsskriftet. In case of such a breach of contract, Tidsskriftet/Legeforeningen has the right to terminate the agreement with immediate effect and to claim compensation. Such compensation is limited to the allowance paid for the relevant advertising agreement/promotion.