

MEDIA INFORMATION 2018

Product advertisement -
Print and digital advertising



CONTACT INFORMATION FOR BOOKING

HS Media

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WHEN DOCTORS IS 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 every 2nd week. Many doctors refers to the magazine as "the doctor's cultural carrier" and read the content with great interest and empathy. The same applies to Tidsskriftet.no where we publish all content from the paper edition as well as current news for doctors. The websites have provided new ad space that is being used increasingly.

The journal is also active in social media. Our broad media profile means that we have extensive communication with Norwegian doctors in many channels. Whatever channel and 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 approximately 31 000 copies, and tidsskriftet.no has approximately 550 000 page views per month.

PRINT ADVERTISEMENT

ISSUE PLAN 2018

| ISSUE | DATE | DEADLINE |
|--------|-----------|-------------------------------|
| No. 1 | 9. jan | 12. des |
| No. 2 | 23. jan | 4. jan |
| No. 3 | 6. feb | 18. jan Ad survey |
| No. 4 | 20. feb | 1. feb |
| No. 5 | 6. mars | 15. feb |
| No. 6 | 20. mars | 1. mars Easter Edition |
| No. 7 | 17. april | 21. mars |
| No. 8 | 8. mai | 17. april Ad survey |
| No. 9 | 29. mai | 3. mai National board meeting |
| No. 10 | 12. juni | 24. mai |
| No. 11 | 26. juni | 7. juni Summer edition |
| No. 12 | 21. aug | 2. aug Education edition |
| No. 13 | 4. sept | 16. aug |
| No. 14 | 18. sept | 30. aug |
| No. 15 | 2. okt | 13. sept Ad survey |
| No. 16 | 16. okt | 27. sept |
| No. 17 | 30. okt | 11. okt |
| No. 18 | 13. nov | 25. okt Ad survey |
| No. 19 | 27. nov | 8. nov |
| No. 20 | 11. des | 22. nov Christmas edition |

Both the digital and the paper edition is launched simultaneously.

PRICES 2018 (NOK)

| FORMAT | BLACK | 4COLOURS |
|--------|--------|----------|
| 2/1 | 43 900 | 60 100 |
| 1/1 | 23 300 | 33 700 |
| 2/3 | 18 000 | 29 200 |
| 1/2 | 14 500 | 24 500 |
| 1/3 | 11 400 | 21 900 |
| 1/4 | 8 600 | 16 700 |
| 1/8 | 5 100 | 8 200 |

SPECIFIC POSITIONS

| | |
|----------------------------------|--------|
| Inside front cover | 49 400 |
| First possible double page | 61 200 |
| Outside back cover | 43 500 |
| Outside back cover with gatefold | 57 700 |

INSERT

| | |
|------------------------------------|------------------|
| Plastic wrapped (the entire stock) | 98 000 |
| Single sheet - glued | price on request |

SELECTED SUPPLEMENT

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

Price on 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

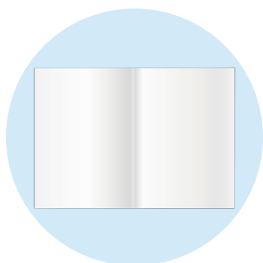
Journal perfect binder, 3 millimeters in the back. By matching the spread (two-sided) must be calculated 9.10 mm between converging text in the back. If not, your text milled away by binding. When placing items into the marrow must also be taken into account, then ads can be placed on both the right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

Delivery address supplements:

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

PRINT

07 Media -07.no



FORMATPLAN

| | | |
|---|--------------------|--|
| 1/1 page W 185 H 268 Bleed size 218 x 305 mm | | Outside back cover W 185 H 225 Bleed size 214 x 241 mm |
| 2 x 1/1 page W 394 H 258 Bleed over paperblack 428 x 305 mm | | Bleed W 428 H 305 |
| 2/3 page W 121 H 258 | UPRIGHT FORMAT | 1/3 page W 58 H 258 |
| 1/2 page W 185 H 132 | WIDTH FORMAT | 1/3 page W 185 H 90 |
| 1/4 page W 121 H 90 | | 1/8 page W 58 H 90 |

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 | 30 663 |
| Paid subscriptions | 375 |
| Discounted subscriptions | 1 |
| Other regular free distr. | 105 |
| Total distribution | 31 144 |

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

MATERIAL: Advertisements may be delivered in JPG or HTML5 format. Animated content, video or audio, javascript or redirecting to external servers are not permitted. Uploaded content for an advertisement with a width of 980 px cannot exceed 100 Kb, and an advertisement with a width of 480 px cannot exceed 50 Kb.

We rotate three and three ads on each banner position.

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

Pop-up banner: NOK 28 000

Top banner: NOK 28 000

Bottom banner: NOK 26 000

per month exclusive of VAT.

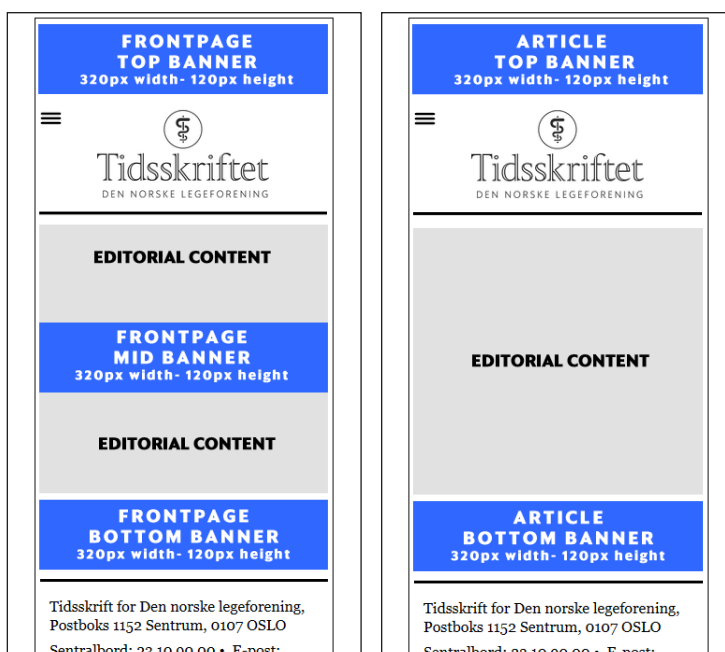
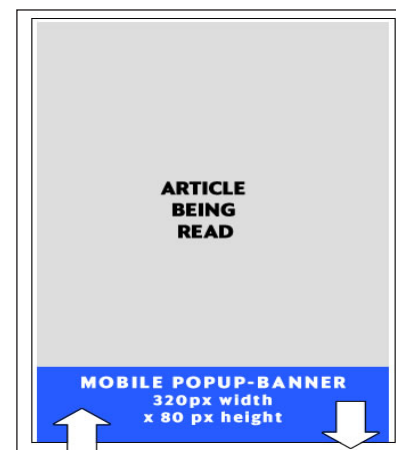
A discount may be available for prolonged agreement periods. The material can be changed during this period.

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.



TERMS AND CONDITIONS - DIGITALE ADS

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

MARKERING

Online advertisements that promote prescription drugs at tidsskriftet.no must be marked with a text saying "For health personnel".

We request that this be done as follows:

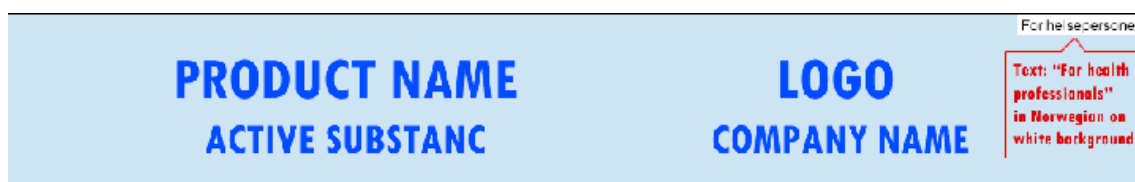
Use a 13 pt font for both the desktop- and mobileversions.

The text should be black or white. Use 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.

We request that the marking be placed at the top of the advertisement, preferably in the top right corner.

EXAMPEL



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.