

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

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.

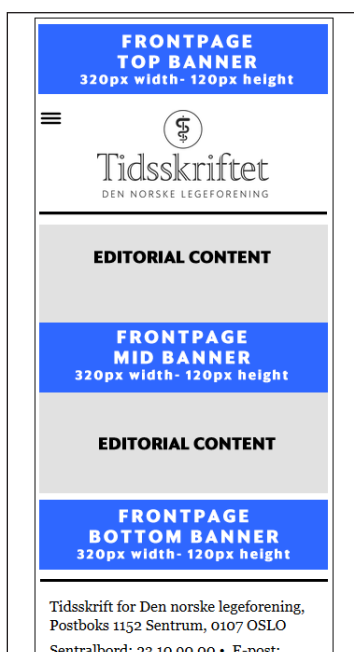
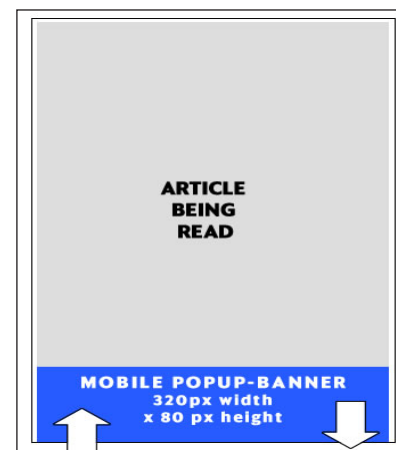
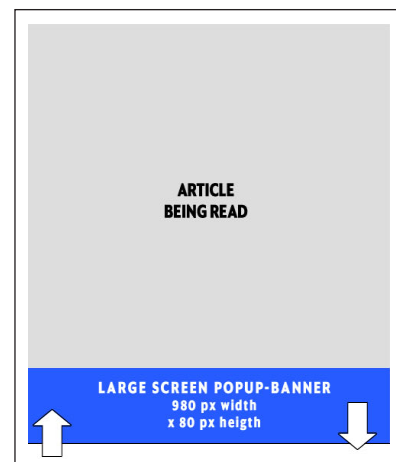
A discount may be available for prolonged agreement periods. The material can be changed during this period.

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.



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.

MARKING OF PRESCRIPTION DRUGS

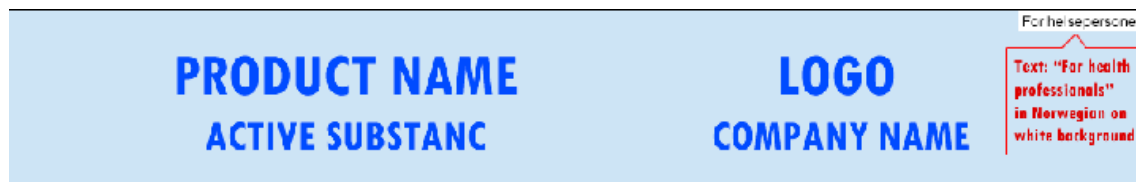
MARKERING

Digital advertisements that promote prescription drugs at tidsskriftet.no must be marked with a text saying "For helsepersonell".

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.

TECNICAL TERMS - TIDSSKRIFTET.NO

By signing an agreement to purchase an ad space on the tidsskriftet.no, the website of Tidsskrift for Den norske legeförening, 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.

TECNICAL TERMS - TIDSSKRIFTET.NO

DATAPOLICY

The purpose of Tidsskriftets data policy towards advertisers is to regulate the collection and use of data on tidsskriftets web pages, 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/Legeföreningen 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.