

Advertise in VeterinärMagazinet if you want to reach the leaders in the industry



VeterinärMagazinet is the country's largest and only independent newspaper in animal health care. We have no ties to either organizations or suppliers. In the magazine, readers get to know about what is current in the industry, collegial advice on animal health care as well as articles on leadership and entrepreneurship. The printed newspaper is published seven times a year and has a TS-controlled edition of 5,700 ex.

We publish daily industry news on our news site, **veterinarmagazinet.se**, as well as on our Facebook page. The site has roughly 15,000 unique visits a month. On Facebook, we are followed by around 3,300 readers.

Every Thursday we send out a **Newsletter** where we collect the latest news and job advertisements. The newsletter has about 3.200 subscribers.

The readers are, for example, veterinarians, decision makers and purchasing managers in Swedish animal health care as well as range managers in the country's pharmacy chains. By advertising in VeterinärMagazinet's various channels, you reach everyone.

Chief editor & publisher

Ingrid Kindahl, 070-530 58 64, ingrid.kindahl@veterinarmagazinet.se

Advertising

Carl Larsson, 070-769 10 11, carl.larsson@veterinarmagazinet.se Said Samea, 076-022 06 28, said.samea@veterinarmagazinet.se

Veterinär Magazinet gives both one good overview of what is happening in the industry and a personal description of the interviewees. The fact that the magazine is free of charge and is aimed not only at veterinarians means that it is read by many and that information is widely disseminated. Through the magazine, I keep up to date and it feels important considering my work with infection control within Farm and Animal Health.."

Anne Mörner, responsible veterinarian SDS

It's always such fun when
VeterinärMagazinet is coming. There
you can follow what your colleagues are
doing around the country, and who are
making progress in veterinary medicine.
During our lunch breaks, we often flip
through the newspaper and get access to
valuable external monitoring."

Karolina Scahill, PhD student and veterinarian AniCura Bagarmossen Animal Hospital



ADVERTISING BOOKING

carl.larsson@veterinarmagazinet.se, 070-769 10 11. said.samea@veterinarmagazinet.se, 076-022 06 28.

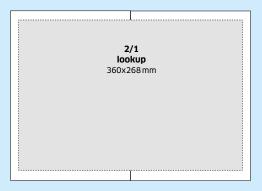
VeterinärMagazinet is a valued magazine that I know many people read here at the animal hospital. It is a modern magazine with a stylish, easy-to-read format and well-written articles and reports. I like the mix of news, research and colleagues' experiences while it takes an interest what it's like to be an entrepreneur in our industry."

Marie Jury, veterinarian and manager Väsby Djursjukhus

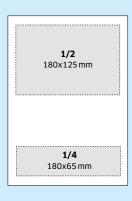
RELEASE PLAN 2024		
Edition	Publication	Material day ads
Nr. 1	Week 8	18 January
Nr. 2	Week 15	8 March
Nr. 3	Week 22	26 April
Nr. 4	Week 29	14 June
Nr. 5	Week 38	20 August
Nr. 6	Week 46	11 October
Nr. 7	Week 51	22 November

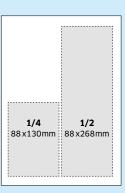


ADVERTISEMENT FORMAT WITHIN BATCH AREA









ADVERTISEMENT FORMAT OFF PAGE

2/1 lookup 420x297 mm +5 mm off page



1/2 210x148 mm +5 mm off page 1/2 105x297 mm +5 mm off page 1/4 105x148 mm +5 mm off page

PRICES 2024

Lookup: 29 900 kr **1/1:** 19 900 kr **1/2:** 14 100 kr **1/4:** 8 500 kr

APPENDICES

Max A4 format, max 150 g. Inbrowse and wrapping is included. Contact us for a offer.

Do you need help with ad production?

If you need help designing your ad, banner or other marketing activities, contact Carl Larsson for more information.

TECHNICAL INFORMATION IN THE PRODUCTION OF ADVERTISING MATERIAL

File format:

Print-optimized PDF with included fonts.

Colors:

Four-color separated (CMYK, FO-GRA39). Or in RGB, (Adobe RGB 98). Make sure that there are no decorative colors in the document.

Pictures:

The resolution of color and grayscale images should be 300 dpi (at 100% size). The limit for what can be printed is 240 dpi without noticeable quality degradation.

Fonts

All fonts used in the ad (including logos) must be included in the file.

Cut marks and off page

Cutting marks are used to ensure that the ad is mounted correctly when it is off page. Text should not be closer than 5 mm from the cut marks on the page. 5 mm off page on all sides if tinted color plates and images go beyond the page's cut edge.

Naming documents:

Name your ad to "your name-vetmag-edition.pdf" Do not use å, ä, ö in the file name.

All advertising material is delivered to:

annonsera@veterinarmagazinet.se



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carl.larsson@veterinarmagazinet.se, 070-769 10 11. said.samea@veterinarmagazinet.se, 076-022 06 28.

ADVERTISING

SPACE 2

350x350 pxl

Rate

- About 15,000 unique visitors/month
- About 3,200 subscribers to the newsletter with a 25 percent opening rate
- About 3,300 followers on Facebook

AD FORMAT WEB

ADVERTISING SPACE 1 TOPPBANNER

1200x250 pxl + 350x350 (for mobile phone)

VeterinärMagazinet



"Konkurrensen om forskningsmedel är stenhård"

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ADVERTISING SPACE 3

800x250 pxl + 350x350 (for mobile phone)



Officiella veterinärer håller svensk mat säker

Officially infervious p.h.l.normalisionant gode as that engineers not be pursuationally also seems continue. The that objects because as held size delay total or yet desiranges — Officials engineers in seems.

Veterinär får stor donation till forskning på BOAS hos hund och katt

water-open och potentiereter hat a prinspision er 500 fer miljoner eronor film (seiensia Cauray-patriforeningen (III. 20) bedass forening gå filmbiologia hundar som katter 1904/J Rjonening fundar om fordring om de dem.

ADVERTISING SPACE 4

1200x250 pxl + 350x350 (for mobile phone)

Newsletter

• Banner – 10,000 kr per month, 4 letters. Size: 800x250 pxl. File format: jpg, png, gif The newsletter is sent out once a week (Thursdays), with the exception of summer break five weeks and v. 52.

• Stand Alone mailing - 49,000 kr.

veterinarmagazinet.se

• Take Over - 25 000 kr per week Advertising space 1 Toppbanner - 12 500 kr per week

Advertising space 2 - 6 500 kr per week Advertising space 3 - 6 500 kr per week Advertising space 4 - 6 500 kr per week

JOB ADS

Job Ads – 6 900 kr per month Published on veterinarmagazinet.se and with a link in the newsletter.

Facebook Boost - 3 000 kr per month

TECHNICAL INFORMATION DURING PRODUCTION OF DIGITAL AD MATERIAL

File format: jpg, gif, png
Maximum weight: max 900kb
Naming documents: Name your ad to
"your name-yetmag-edition.fileformat

"your name-vetmag-edition.fileformat"

Do not use å, ä, ö in the file name.

Url: link to landing page

LEVERANS FÄRDIGT MATERIAL

annonsera@veterinarmagazinet.se

CONTACT US WITH QUESTIONS ABOUT ADVERTISEMENTS AND AD BOOKING

carl.larsson@veterinarmagazinet.se 070-769 10 11

said.samea@veterinarmagazinet.se 076-022 06 28

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