

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

“*VeterinärMagazinet 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-an 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

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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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)

ADVERTISING SPACE 2
350x350 pxl

ADVERTISING SPACE 3
800x250 pxl + 350x350 (for mobile phone)

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-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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