



**Advertise in VeterinärMagazinet if you want to reach decision makers in the industry.**

## Largest

- Edition of 5,200 copies

## Most

- News updates daily in our channels.
- Newsletter with 3,200 subscribers every week.

## Individual

- Focusing on the person behind the profession.
- Interviews and articles that bring animal health care to life.

# Hello

My name is Jenny Persson and I am the Editor-in-Chief of VeterinärMagazinet - Sweden's largest magazine in animal health care.

VeterinärMagazinet is a platform where the industry's most important players meet to gain insights and inspiration and advice. With seven editions per year and an circulation of 5,200 per edition its the largest magazine for subscribers in the industry - many of them decision makers and purchasing managers.

Our channels are updated daily with relevant news and our newsletter reach 3,200 subscribers every week.

We focus on the people behind the profession - with interviews and articles that bring animal healthcare to life.

In VeterinärMagazinet, you reach a committed and purchasing target group that is actively looking for solutions to develop their businesses.

We look forward to help you to reach the right people, at the right time - in Sweden's largest and most engaging platform for animal healthcare.



**Editor-in-Chief & publisher & publisher**  
Jenny Persson, 070-698 03 29,  
jenny.persson@veterinarmagazinet.se

# Print – formats & prices 2025



*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."*

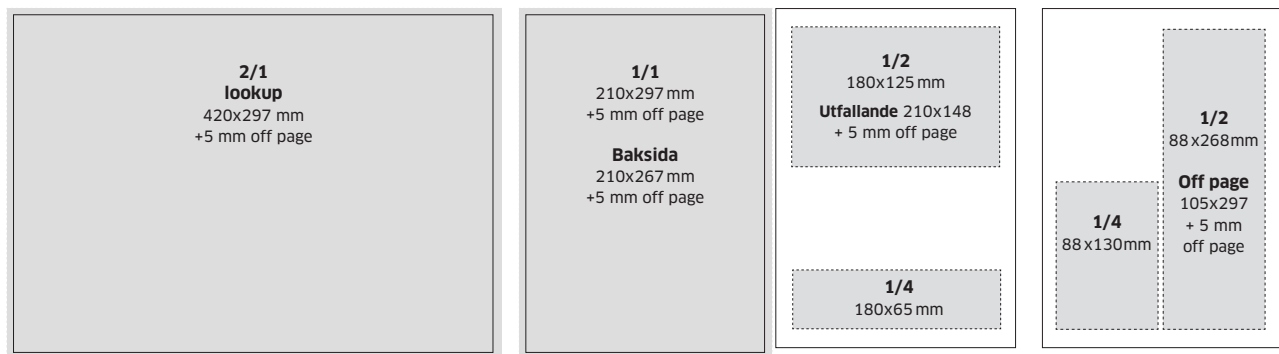
**Marie Jury, veterinarian and manager Väsby Djursjukhus**

## RELEASE PLAN 2025

Edition	Publication	Material day ads
Nr. 1	Week 8	20 January
Nr. 2	Week 13	21 February
Nr. 3	Week 20	11 April
Nr. 4	Week 27	30 May
Nr. 5	Week 37	5 August
Nr. 6	Week 44	1 October
Nr. 7	Week 50	11 November



## ADVERTISEMENT FORMAT



## PRICES 2025

**Lookup:** 30 900 kr

**1/1:** 20 900 kr

**1/2:** 14 500 kr

**1/4:** 8 900 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 us for more information.

## TECHNICAL INFORMATION IN THE PRODUCTION OF ADVERTISING MATERIAL

### FILE FORMAT:

Print-optimized PDF with included fonts.

### COLORS:

Four-color separated (CMYK, FOGRA39). Or in RGB, (Adobe RGB 98). Make sure that there are no decorative colors in the document.

### PICTURES:

The resolution of color and gray-scale 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.

# Digitally - formats & prices 2025

## Rate

- 15,000 unique visitors/month
- 3,200 subscribers to our newsletter every week
- 3,700 followers on Facebook

## AD FORMAT WEB

**ADVERTISING SPACE 1 TOPPBANNER**  
1200x250 pxl + 350x350 (for mobile phone)



**ADVERTISING SPACE 2**  
350x350 pxl

**ADVERTISING SPACE 4**  
800x250 pxl  
+ 350x350 (for mobile phone)



**ADVERTISING SPACE 3**  
350x350 pxl

**ADVERTISING SPACE 5**  
1200x250 pxl + 350x350 (for mobile phone)



## veterinarmagazinet.se

- Take Over – 25 000 kr per week
- Size: 1920x1080 pxl + 640x1000 pxl (mobile phone)
- Advertising space 1 – 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
- Advertising space 5 – 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.



## Newsletter

- Banner – 3 000 kr per letter.
- 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 utskick – 49 000 kr

## 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

All advertising material is delivered to:  
**annonsera@veterinarmagazinet.se**

## ADVERTISING BOOKING

Carl Larsson, 070-769 10 11,  
carl.larsson@veterinarmagazinet.se

Job ads and Employer branding  
Said Samea, 076-022 06 28,  
said.samea@veterinarmagazinet.se