

LÆGE MAGASINET

Magazine for
general practitioners

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Magazine for general practitioners and specialists

www.laegemagasinet.dk

Media information 2023

Target group: General practitioners/hospitals and medical specialists

The magazine's writers, who are primarily among the country's leading scientists and specialists, aim to describe the latest knowledge and research in the field of diagnosis, treatment and management of patients in general practice, as well as publishing research results, guidelines and professional news of relevance to the general practitioner.

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Edition

The magazine is distributed to 4,000 physicians/
GP clinics and medical specialists

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Ordering: info@vaboe.dk

Release schedule no. 1-5/2023

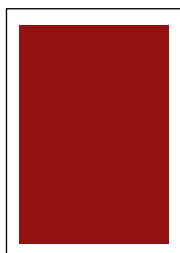
| No. | Publication | Deadline for materials |
|-----|-------------|------------------------|
| 1. | 17.3 | 3.3 |
| 2. | 30.6 | 9.6 |
| 3. | 29.9 | 8.9 |
| 4. | 1.12 | 10.11 |
| 5* | 1.12 | 10.11 |

* Diabetes special issue



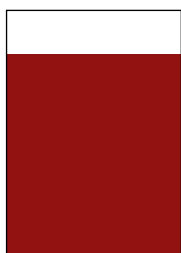
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Prices Lægemagasinet 2023



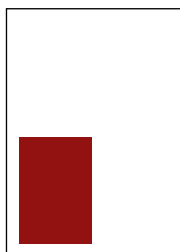
1/1 page

B: 180 mm H: 262 mm
To edge: 210 mm H: 297
+ 3 mm for trimming
Price: DKK 18,375



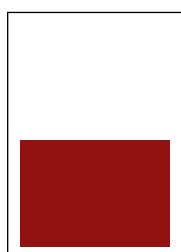
Back

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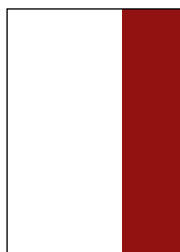
1/4 page

B: 87.5 mm H: 128.5
Price: DKK 7,045



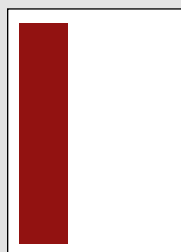
1/2 page landscape

B: 180 mm H: 128,5 mm
Price: DKK 14,085



1/3 page to edge

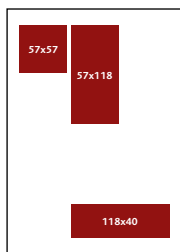
B: 72 mm H: 297 mm
+ 3 mm for trimming
Price: DKK 9,785



Product information 1 column

B: 57 mm H: 262 mm

When inserting a full page 1 column of product information is offered free of charge. For other formats of product information the price is DKK 2,500, however max. 1/1 page.



Text page fields:

B: 57 mm x H: 57 mm Price: DKK 1,525
B: 57 mm x H: 118 mm Price: DKK 3,075

Special placement Table of Contents

B: 118 mm x H: 40 mm Price: DKK 5,200

When advertising in Lægemagasinet, the ad is also placed in the online edition of the magazine (only applicable to non-prescription ads).

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Cover page 2 or 3: DKK 19,425
Other: + 10%

Discounts

2 insertions 5%
4-6 insertions 10%

Agency commission 5%

All prices exclude VAT and are based on finished advertising material.

Banner ads on www.laegemagasinet.dk

728px x 90px
DKK 2,100 per publication period

Inserts and reprints of articles

Please request a quote

Cancellation deadline

30 days before deadline for materials

Technical data

Number of columns: 3
Column width: 56.6 mm

Format: A4

Column height: 262 mm

Column gap: 5 mm

Delivery of ads

The material should be delivered to tina@vaboe.dk as a PDF file in print quality, 300 dpi graphics, CMYK colour space with all fonts integrated. The magazine is printed in 70 lines on 90 gram paper. All ads must adhere to the magazine's ad formats.

Terms and conditions

The publisher reserves the right to reject ads and contributions that conflict with the interests of the publisher and Danish law. If an ad can be confused with editorial text, the ad in question must be marked "Advertisement".

No guarantee is provided for finished material that does not meet the requirements specified under technical data. Claims for damages can thus not be made. If the publisher is responsible for errors in an ad, a reduction will be granted up to the price of the ad.

We reserve the right to make changes.