

Tandläkar tidningen



Reach Sweden's Dentists!

By advertising in Tandläkartidningen – the dentists' own channel – you reach an engaged audience, whether through the print magazine, website or newsletters.



90% of Sweden's dentists and dental students receive Tandläkartidningen.



47% of readers influence decisions and purchases.



40,000 visit Tandläkartidningen.se every month.



The newsletter reaches 11,000 subscribers and continues to grow.



“Tandläkartidningen is a comprehensive platform focused on the latest in dental news, clinical trials, journal articles, and material updates.”

Zahra Athab, Senior Dental Surgeon, Specialist in Prosthodontics



Ad Formats

Double page spread 45 000 SEK 420 × 280 mm		Full page 25 000 SEK 210 × 280 mm	Half page 14 600 SEK 178 × 122 mm
1/3 page 14 600 SEK 178 × 79 mm	1/4 page 8 400 SEK 85 × 122 mm	Inside cover 25 900 SEK 210 × 280 mm	Back cover 26 900 SEK 210 × 280 mm



7700
dentists receive
Tandläkartidningen
in their mailbox.

Attachments Send your offer as an attachment with Tandläkartidningen. Contact Andrea or Victoria for a quote.

Publication Paper Edition 2025

Issue	Submission of Ad Materials	Publication Date
1	10 January	30 January
2	14 February	3 March
3	21 March	10 April
4	25 April	5 May
5	30 May	15 June
6	25 July	14 Augusti
7	22 August	11 September
8	19 September	9 October
9	14 October	6 November
10	21 November	11 December



32%
have purchased a
product or service
after seeing an ad in
the magazine.



Read the latest
issue here!

Ad Booking and Information

tandlakartidningen.se/annonsera



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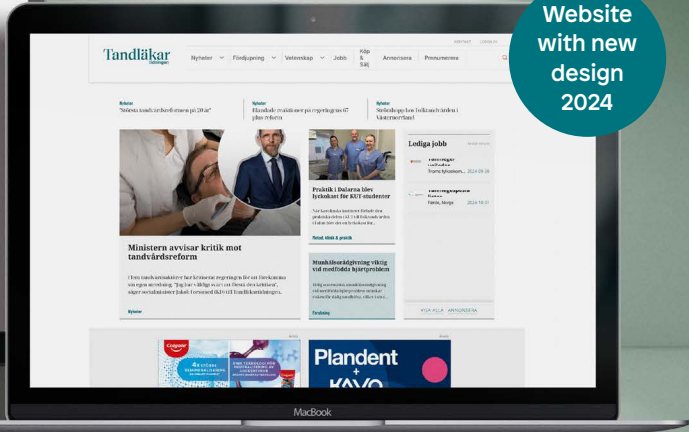
New:
Takeover-
banner



New:
Digital Native



**Website
with new
design
2024**



Digital formats

Format	Size (Desktop)	Size (Mobile)	Price
Takeover	1920x1080	1080x1920	15,000 SEK/week
Panorama	980x240	320x320	16,500 SEK/month
Mid Banner	468x240	300x250	10,000 SEK/month
Right Column	300x250		8,500 SEK/month
Parallax/Scrollover	320x320	320x320	10,000 SEK/week
Digital Native	(See next page)		18,500 SEK/2 weeks
Newsletter Banner			6,500 SEK/each

Website

40000
visitors
per month

Newsletter

11000
subscribers to
the newsletter

**Ad Booking and
Information**

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In-depth
Content
in Digital
Channels



Digital Native: Your message in article form

Native is a popular ad format that generates high engagement and provides value to readers. A native ad (also called an advertorial or editorial ad) tells your story in a way that feels natural to the audience.

Here, you can highlight a product, a successful case, or the benefits of working with your company! Native blends in with editorial content on Tandläkartidningen.se and is always clearly marked as an ad. Additionally, it will be included in our newsletter. We assist you from idea to finished ad. Contact us for more details!

Digital Native

Price: 18,500 SEK / 2 weeks

Materials we need from you:

- Top image (1920×1280 px)
- Headline (max 60 characters, including spaces)
- Image in text (400×500 px)
- Intro text (max 238 characters, including spaces)
- Body text (approx. 2,000–3,000 characters, including spaces)
- Your logo + link to the destination you'd like to lead readers to

We always require the native ad materials to be submitted at least two weeks before the material deadline for approval by our editor-in-chief.

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Job Ads: Looking for New Talent?

We also offer job advertisement placement on our website to help you find the right colleague. Take advantage of our platform and newsletter to reach industry professionals efficiently. We also promote the advertised position on our social media and LinkedIn.

Digital Ad Package

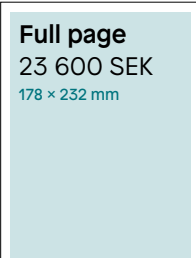
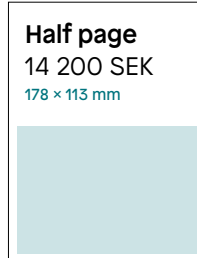
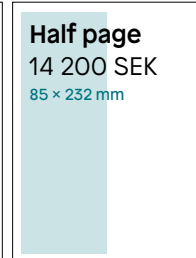
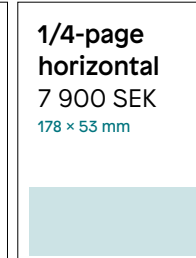
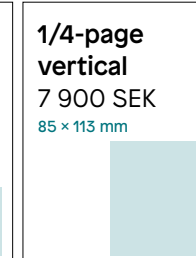

Job Ad Package – 12,500 SEK per position

The ad is published as soon as the material is sent to us and remains up until the application deadline (max 8 weeks). The digital ad package includes all of Tandläkartidningen's digital channels:

- **Tandläkartidningen.se**
with around 40,000 visitors every month
- **Newsletter**
Reaches over 11,000 recipients every Thursday. The open rate averages over 50%.
- **Facebook & LinkedIn**
The ad is shared via Tandläkartidningen's Facebook and LinkedIn pages to over 5,000 followers.

Feel free to visit [Tandläkartidningen's job ads page](https://tandlakartidningen.se/jobb) to see where your job ad could appear: tandlakartidningen.se/jobb

Job Ads in the Print Magazine

<p>Full page 23 600 SEK 178 x 232 mm</p> 	<p>Half page 14 200 SEK 178 x 113 mm</p> 	<p>Half page 14 200 SEK 85 x 232 mm</p> 	<p>1/4-page horizontal 7 900 SEK 178 x 53 mm</p> 	<p>1/4-page vertical 7 900 SEK 85 x 113 mm</p> 	<p>1/8-page vertical 4 500 SEK 85 x 53 mm</p> 
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