Tandläkartidningen dates back to 1909 and is owned by The Swedish Dental Association. We reach a very specific target audience, Sweden’s dentists. All dentists are familiar with us, almost all of them read us.

Tandläkartidningen writes about trade news, materials and methods, politics and research. We interview influential people and publish reports from different agencies and countries. Our reader surveys demonstrate that the print edition of the magazine, which is published 12 times a year, is strongly anchored with the audience. Tandläkartidningen is also available online, on social media and as an app.

Private and public employees
We address both publicly employed and private practice dentists, general dentists as well as specialists, researchers and university teachers. Almost 90% of Sweden’s dental students receive Tandläkartidningen through their membership in The Dental Association’s student union.

Appreciated by the students
An important and appreciated section of Tandläkartidningen, not least by the students, is our scientific articles and scientific special issues which we publish in collaboration with the other Nordic countries. It is here that they find new knowledge. We also reach many private practices which are not members but who subscribe to the magazine for their clinics. This means that every issue of Tandläkartidningen is read by more than one person. In this manner we reach around 85 percent of Sweden’s dentists and even other professional groups within dental care, including dental technicians, dental hygienists and dental nurses. One ad with us thus reaches basically all of Sweden’s dental caregivers.

Many platforms
We offer product and job placement ads in the print edition of the magazine, in the newsletter, on our website tandlakartidningen.se - where we recently launched a new job site - and on Facebook.

Hilda Zollitsch,
Editor-in-Chief

Rate card for advertising in Tandläkartidningen

85% of all dentists read Tandläkar- tidningen!
Advertising Formats - Product

Spread
420 x 280 mm
Bleed + 3 mm
42 900 SEK

Full page
210 x 280 mm
Bleed + 3 mm
23 800 SEK

Half page, horizontal
178 x 122 mm
13 900 SEK

1/3 page horizontal
178 x 79 mm
10 300 SEK

1/4 page
85 x 122 mm
7 950 SEK

“Lilen” 1 och 2
1: 57 x 79 mm 3 850 SEK
2: 57 x 122 mm 5 250 SEK

2 & 3 cover
210 x 280 mm
24 700 SEK

Back cover
210 x 280 mm
25 600 SEK

For requested placements, a surcharge of 10% will be added.

Advertising Formats - Classified, remittances

Full page
178 x 232 mm
21 800 SEK

Half page, horizontal
178 x 113 mm
13 500 SEK

1/3 page horizontal
178 x 73 mm
9 100 SEK

Horizontal two columns
117 x 73 mm
6 100 SEK

Large one column
57 x 113 mm
4 800 SEK

Small one column
57 x 73 mm
3 100 SEK

Supplements

Send Your offer as an insert with Tandläkartidningen. Contact us for price.

For requested placements, a surcharge of 10% will be added.

Why do You read Tandläkartidningen?

For us clinics it is important to follow developments in the society and science research. Tandläkartidningen keeps us updated scientifically partly through whole articles, partly with summaries of published re-

search results. The editorial staff is fast with reporting news within the dental industry. In Tandläkartidningen there is always something for all of us in the dental profession.

Maria och Göran Friman, Dentist
Publishing Plan 2022

Tandläkartidningen is published by the Swedish Dental Association and reaches dentists, as well private as employees in public dental care. Our readers have great confidence for Tandläkartidningen, it shows in several reader surveys that have been done over the years.

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* Edition for the trade fair Swedental

8 100 dentists and dental students receives Tandläkartidningen each month.

Facts about Tandläkartidningen

- 8 100 dentists and dental students receives Tandläkartidningen each month.
- 65 000 unique visitors has our homepage tandlakartidningen.se, every month!
- 9 200 subscribers receive our e-newsletter every week.
- 5 000 follows Tandläkartidningen on LinkedIn and Facebook.

Facts about Tandläkartidningen’s audience

- 48% are managers.
- 54% has financial and purchasing responsibilities.
- 70% has worked as dentist for more than 20 years.
- 56% are women, 44% are men.

Why do You advertise in Tandläkartidningen?

At Ultradent Products, we are experiencing a strong growth. The collaboration with TandläkarTidningen and Mediakraft is steadily increasing and is an important part of our marketing to make visible and inform about existing products but also product news.

Patric Bellton, Ultradent
Digital Advertisements

A banner on our homepage tandlakartidningen.se or in our e-newsletter is an excellent way to build Your brand.

- Our homepage has an average of 65,000 unique visitors each month.
- Our e-newsletter reaches 9,200 subscribers each Thursday.

Banner on tandlakartidningen.se

Right column 50% SoV
5,400 SEK/month
Material is sent in three different formats:
362 x 200 px
750 x 200 px
290 x 120 px

Top Banner 50% SoV
9,600 SEK/month
Material is sent in three different formats:
290 x 200 px
750 x 200 px
980 x 120 px

Center Banner 50% SoV
6,500 SEK/month
Material is sent in two different formats:
740 x 240 px
290 x 120 px

Banners are sent in file-format jpg, png or gif.

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