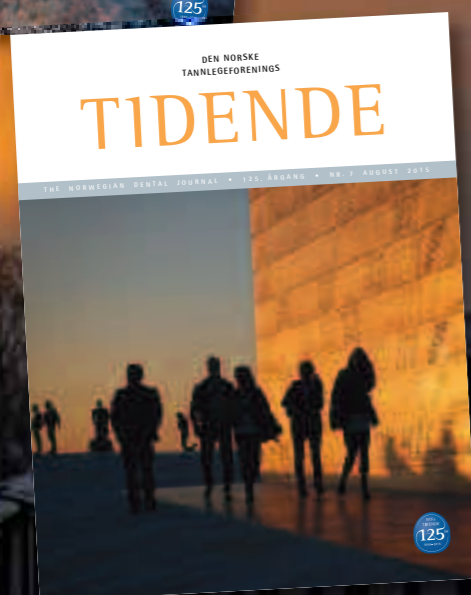
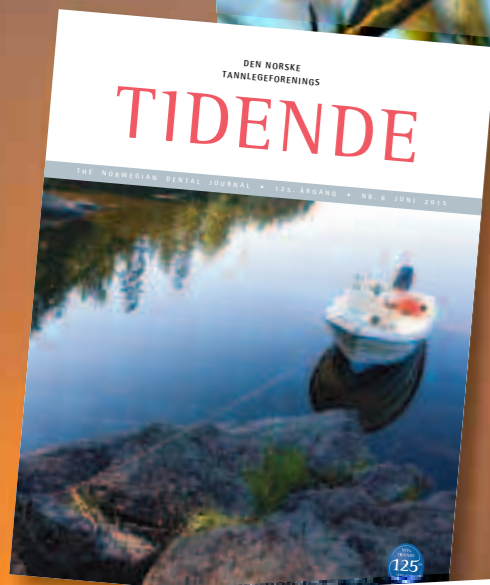
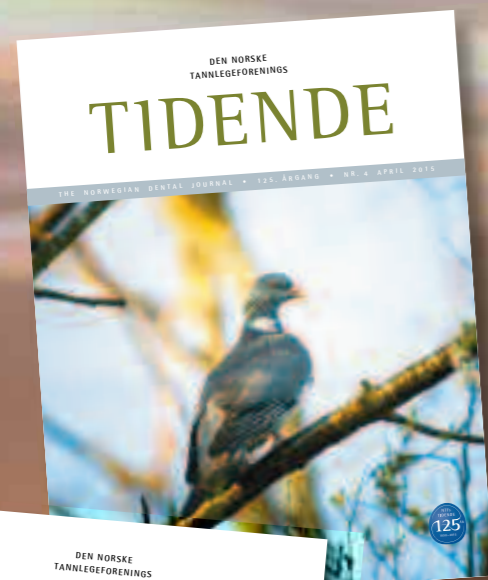


# JOURNAL

Publication and deadlines

## 2016



### Publication and deadlines in 2016

Issue	Deadline	Publication
1	8. December '15	14. January
2	19. January	18. February
3	17. February	17. March
4	3. March	14. April
5	14. April	12. May
6	13. May	16. June
7	16. June	18. August
8	17. August	15. September
9	14. September	13. October
10	17. October	17. November
11	16. November	15. December

All claims are invalid if the deadline is not met by the client. Claims, corrections and retractions must be made in writing.

### Target group

Norwegian dentists and students, members of The Norwegian Dental Association as well as non members. Dentists in the Nordic countries, university libraries, odontological institutes, institutions and advertisers at home and abroad.

### Circulation

	Total
NDA member subscription	5 916
Other paid subscriptions	134
Free subscriptions	222
<b>Total distribution</b>	<b>6 272</b>

Circulation ratified by The Norwegian Specialist Literature Association.

### From the readers survey in 2013

- The Journal is thoroughly read
- The Journal is often repeatedly read
- There is a high degree of saving and archiving
- The Journal's readers have a high degree of influence on purchases/investments in their practice/clinic
- High reader/user value
- The Journal's total score is excellent

Format	Kr
1/1 page	19 000
2/3 page	15 850
1/2 page	12 100
1/3 page	10 850
1/4 page	9 400
1/6 page	6 800
1/8 page	5 600
Centre spread	36 300

### Special placement:

Inside front cover	20 800	all prices without VAT
Beside editorial column	20 800	
Beside The President's column	20 800	
Inside back cover	19 800	
Back cover	21 800	
1/8 page landscape format	6 700	

### Supplements

Weight: 0–30 grams	kr. 5,00 per copy
Weight: over 30 grams	kr. 6,00 per copy

For special formats, please contact Head of Marketing.

### Internett ads.

Top banner	kr. 5 500
«Hytte»	kr. 2 500 (180 x 54 pixels)
«Hus»	kr. 3 000 (180 x 280 pixels)
«Blok»	kr. 3 500 (180 x 500 pixels)

Prices are per month.

### Single column ads.

Kr 43,00 per millimeter. Minimum kr 850.  
All ads are published on Internett.

This price also applies to single column ads. on the nett.

### Ads. for handheld devices (iOS and Android)

Single page app. Format = width: 1536 pixels, height: 1920 pixels  
Resolution: 72 ppi

Please contact Head of Marketing Eirik Andreassen for pricing.

### Rebates

Quantity rebate with multiple insertions.  
Contact Head of Marketing Eirik Andreassen

### Agency commission

3,5 %

### Technical

Format:	210 x 270 mm
Printed area	188 x 240 mm
Columns:	3
Column width:	54 mm
Bleed:	Yes
Screen ruling:	60 lines per cm.
Annonsemateriell:	Digital on CD, e-mail or over Fileflow

### Subscription

Non-members of NDA and others: kr 1 850

1/1 page  
with bleed

W: 210  
H: 270  
+ 3–5mm for  
bleed



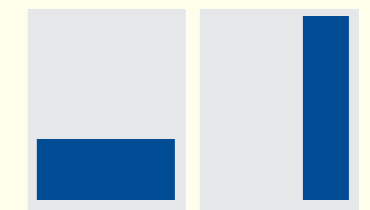
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1/2 page  
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H: 120



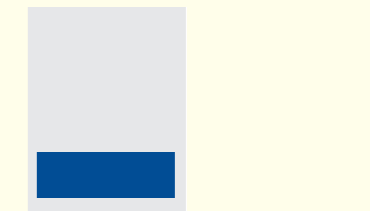
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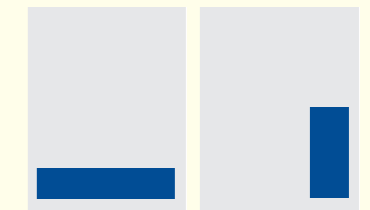


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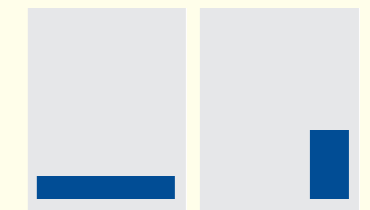


1/6 page  
landscape  
W: 188  
H: 40



1/6 page  
portrait  
W: 54  
H: 120

1/8 page  
landscape  
W: 188  
H: 30



1/8 page  
portrait  
W: 54  
H: 90

For advertising in NDA's Journal and the Nordental catalogue in 2016:

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