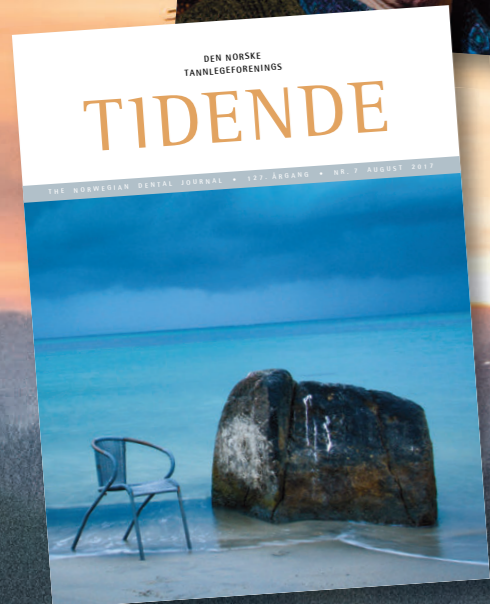
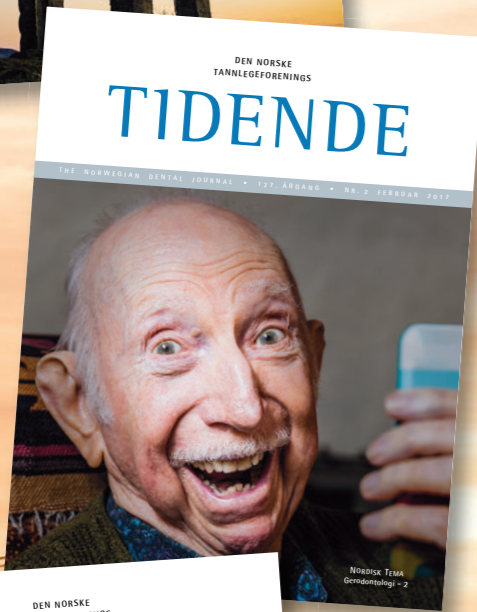
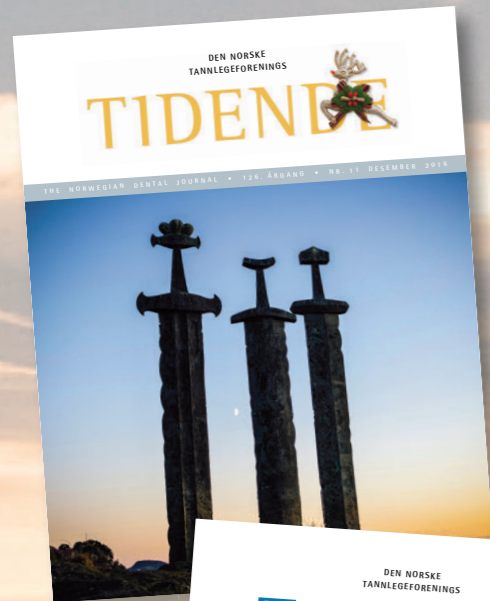


THE NORWEGIAN
DENTAL ASSOCIATION'S

JOURNAL

Publication and deadlines

2018



Publication and deadlines in 2018

Issue	Deadline	Publication
1	8. December '17	11. January
2	16. January	15. February
3	13. February	15. March
4	6. March	12. April
5	10. April	16. May
6	22. May	21. June
7	14. June	16. August
8	14. August	13. September
9	18. September	18. October
10	16. October	15. November
11	13. November	13. 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	6 000
Other paid subscriptions	105
Free subscriptions	198
Total distribution	6 303

Circulation ratified by The Norwegian Specialist Literature Association.

From the readers survey in 2016

- Very good overall assessment of the magazine
- There are high reader/user values.
- Top credibility
- Very good design/layout
- Top score for current interest
- The Journal is thoroughly read

Advertisements

Format	Kr
1/1 page	19 600
2/3 page	16 350
1/2 page	12 500
1/3 page	11 200
1/4 page	9 650
1/6 page	7 000
1/8 page	5 800
Centre spread	37 350

Special placement:

Inside front cover	21 300	all prices without VAT
Beside editorial column	21 300	
Beside The President's column	21 300	
Inside back cover	20 300	
Back cover	22 300	
1/8 page landscape format	6 900	

Supplements

Weight: 0–30 grams kr. 6,00 per copy
Weight: over 30 grams kr. 7,00 per copy
For special formats, please contact Head of Marketing.

Internett ads.

Top banner kr. 6 000 (1170 x 145 pixels)
«Hytte» kr. 3 000 (180 x 54 pixels)
«Hus» kr. 3 500 (180 x 280 pixels)
«Blokk» kr. 4 000 (180 x 500 pixels)

Prices are per month.

Single column ads.

Kr 45,00 per millimeter. Minimum kr 900.
All ads are published on the Internett.
This price also applies to single column ads. on the web.

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.

Specialist ads under collegial referrals

Kr 4 000 + VAT, (4 insertions in the JOURNAL + web).

Rebates

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

Agency commission

3,5 %

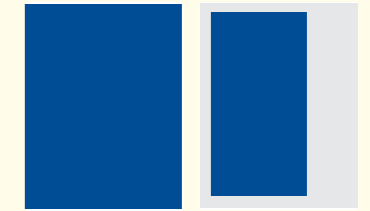
Technical

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 2 000

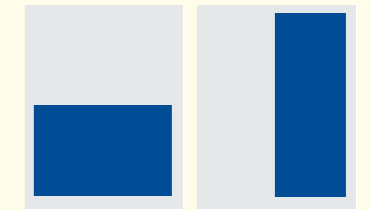
1/1 page
with bleed



2/3 page
B: 120
H: 240

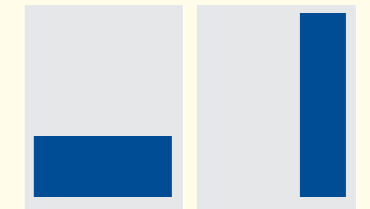
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H: 270
+ 3–5mm for
bleed

1/2 page
landscape
W: 188
H: 120



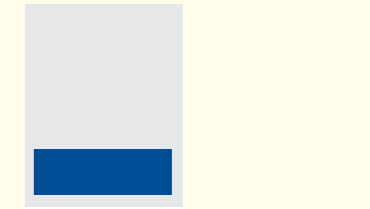
1/2 page
portrait
W: 94
H: 240

1/3 page
landscape
W: 188
H: 80

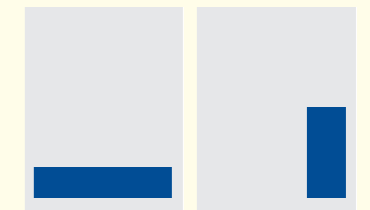


1/3 page
portrait
W: 60
H: 240

1/4 page
landscape
B: 188
H: 60

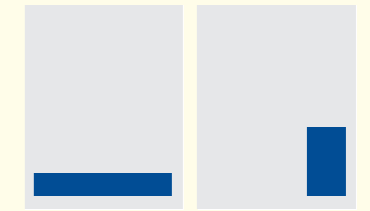


1/6 page
landscape
W: 188
H: 40



1/6 page
portrait
W: 60
H: 120

1/8 page
landscape
W: 188
H: 30



1/8 page
portrait
W: 60
H: 90

For advertising in NDA's Journal and the Nordental catalogue in 2018:
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