

| Size | 4 colour | Black | Black + 1 |
|-------------------------------------|----------|--------|-----------|
| 1/1 page (210 x 270 mm) | 17 600 | 11 500 | 13 050 |
| 2/3 page (120 x 240 mm) | 14 660 | 9 630 | 10 850 |
| 1/2 page (188 x 220 mm) | 11 160 | 7 450 | 8 770 |
| 1/3 page (54 x 240 mm, 188 x 80 mm) | 10 060 | 6 520 | 7 650 |
| 1/4 page (188 x 60 mm) | 8 660 | 5 670 | 6 740 |
| 1/6 page (188 x 40 mm, 54 x 120 mm) | 6 300 | 3 530 | 4 530 |
| 1/8 page (188 x 30 mm, 54 x 84 mm) | 5 150 | 2 780 | 3 750 |
| Centre spread | 33 800 | 22 260 | 26 000 |

Supplements

Weight: 0-30 grams NOK 3,50 per supplement.
over 30 grams NOK 4,50 per supplement.

Publication plan 2011

| No. | Ad material | Publication |
|-----|--------------|--------------|
| 1 | 8 December | 6 January |
| 2 | 6 January | 27 January |
| 3 | 24 January | 17 February |
| 4 | 14 February | 10 March |
| 5 | 14 March | 7 April |
| 6 | 1 April | 5 May |
| 7 | 29 April | 26 May |
| 8 | 18 May | 23 June |
| 9 | 7 June | 4 August |
| 10 | 4 August | 26 August |
| 11 | 22 August | 15 September |
| 12 | 12 September | 6 October |
| 13 | 3 October | 27 October |
| 14 | 24 October | 17 November |
| 15 | 14 November | 8 December |

Technical information

3 columns of 54 mm width

Printed area: 188 x 240 mm

Format: 210 x 270 mm

The periodical is printed in offset.

Advertising material: CD, PDF, negative films

Screen-line-distance: 60 lines/cm

Circulation: 5 803

5 % commission is granted advertising agencies abroad.

From our last readership survey in 2010

Readers take time to read Tidende thoroughly.

The journal is frequently re-read.

There is considerable saving and archiving.

Tidendes readers have a high grade of influence concerning purchasing/investments i practice/clinikk.

Tidendes readers are loyal.

All in all, Tidende achieved very good scores.