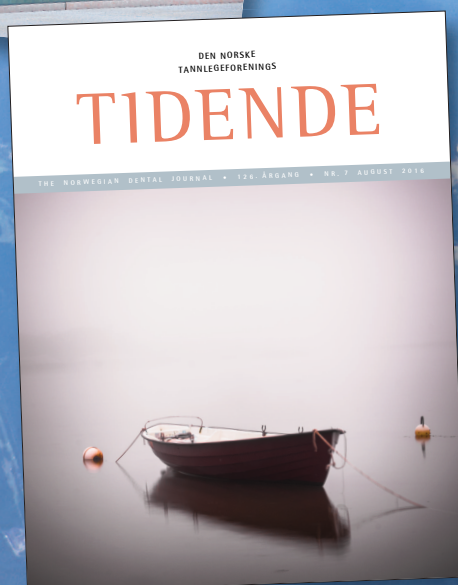
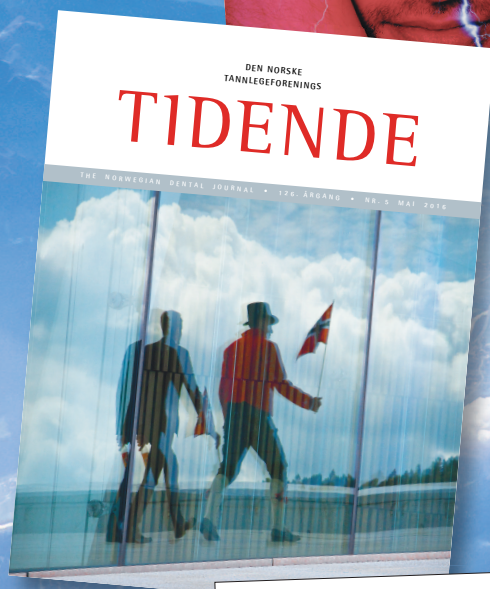
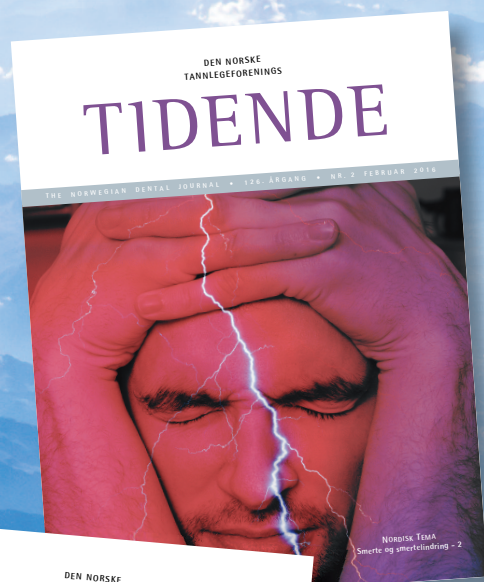


JOURNAL

Publication and deadlines

2017



Publication and deadlines in 2017

Issue	Deadline	Publication
1	8. December '16	12. January
2	17. January	16. February
3	14. February	16. March
4	13. March	20. April
5	19. April	18. May
6	16. May	15. June
7	15. June	17. August
8	16. August	14. September
9	13. September	12. October
10	17. October	16. November
11	15. November	14. 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	5 997
Other paid subscriptions	123
Free subscriptions	209
Total distribution	6 329

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	19 300
2/3 page	16 100
1/2 page	12 300
1/3 page	11 000
1/4 page	9 500
1/6 page	6 900
1/8 page	5 700
Centre spread	36 800

Special placement:

Innside front cover	21 000	all prices without VAT
Beside editorial column	21 000	
Beside The President's column	21 000	
Inside back cover	20 000	
Back cover	22 000	
1/8 page landscape format	6 800	

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 44,00 per millimeter. Minimum kr 875.
All ads are published on the 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 commision

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 1 900

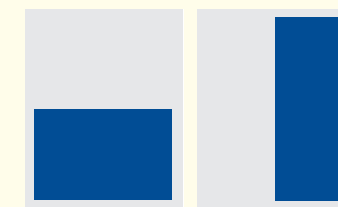
1/1 page
with bleed



2/3 page
B: 120
H: 240

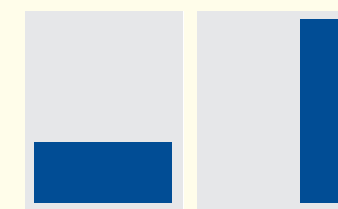
W: 210
H: 270
+ 3–5mm for
bleed

1/2 page
landscape
W: 188
H: 120



1/2 page
portrait
W: 94
H: 240

1/3 page
landscape
W: 188
H: 80

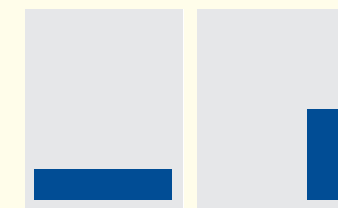


1/3 page
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H: 240

1/4 page
landscape
B: 188
H: 60

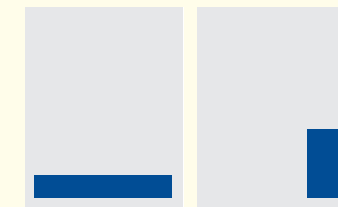


1/6 page
landscape
W: 188
H: 40



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 2017:
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