

JOURNAL

Publication and deadlines

2019



Publication and deadlines in 2019

Issue	Deadline	Publication
1	7. December '18	17. January
2	15. January	14. February
3	12. February	14. March
4	12. March	23. April
5	8. April	16. May
6	13. May	13. June
7-8	14. June	15. August
9	13. August	12. September
10	17. September	17. October
11	15. October	14. November
12	12. November	12. 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	6 258
Other paid subscriptions	106
Free subscriptions	201
Total distribution	6 565

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	19 900
2/3 page	16 600
1/2 page	12 700
1/3 page	11 400
1/4 page	9 800
1/6 page	7 100
1/8 page	5 900
Centre spread	37 900

Special placement:

Inside front cover	21 600	all prices without VAT
Beside editorial column	21 600	
Beside The President's column	21 600	
Inside back cover	20 600	
Back cover	22 600	
1/8 page landscape format	7 000	

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.

Contact Head of Marketing Eirik Andreassen.

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 4 100 + 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

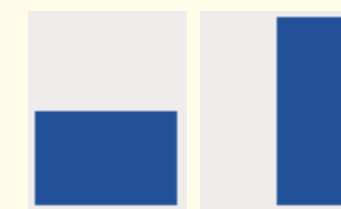
Non-members of NDA and others: kr 2 100

1/1 page
with bleed
W: 210
H: 270
+ 3-5mm for
bleed



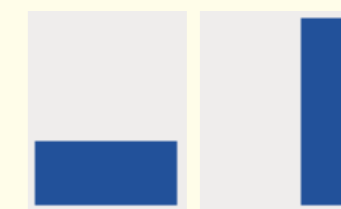
2/3 page
B: 120
H: 240

1/2 page
landscape
W: 188
H: 120



1/2 page
portrait
W: 94
H: 240

1/3 page
landscape
W: 188
H: 80

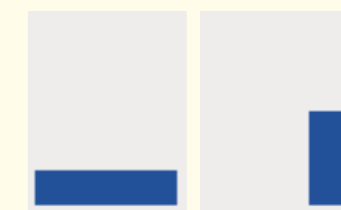


1/3 page
portrait
W: 60
H: 240

1/4 page
landscape
B: 188
H: 60

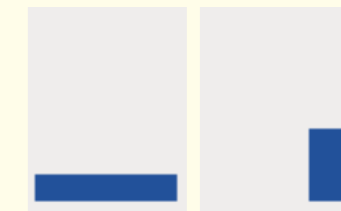


1/6 page
landscape
W: 188
H: 40



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 2019:
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