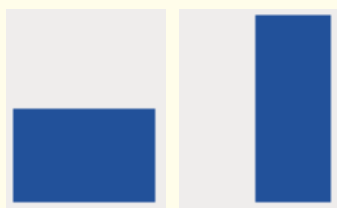


1/1 page
with bleed
W: 210
H: 270
+ 3-5mm for
bleed



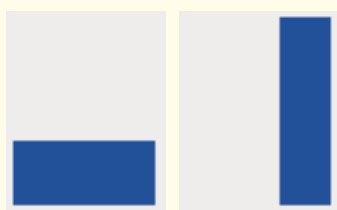
2/3 page
B: 114
H: 220

1/2 page
landscape
W: 174
H: 110



1/2 page
portrait
W: 84,5
H: 220

1/3 page
landscape
W: 174
H: 73

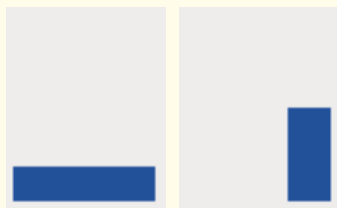


1/3 page
portrait
W: 54,5
H: 220

1/4 page
landscape
B: 174
H: 55

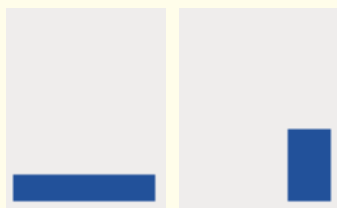


1/6 page
landscape
W: 174
H: 36,5



1/6 page
portrait
W: 54,5
H: 110

1/8 page
landscape
W: 174
H: 27,5



1/8 page
portrait
W: 54,5
H: 82,5

For advertising in NDA's Journal and the Nordental catalogue in 2020:
Head of Marketing Eirik Andreassen
Mobile +47 977 585 27
annonse@tannlegeforeningen.no
annonse@tannlegetidende.no
E-mail: eirik.andreassen@tannlegeforeningen.no
Editor in chief: Ellen Beate Dyvi
www.tannlegetidende.no

The Norwegian Dental Association's Journal,
Haakon VII's gate 6,
0161 Oslo
Postboks 2073 Vik
0125 Oslo

Design: Mike Mills

DEN NORSKE TANNLEGEFORENING'S

tidende

THE NORWEGIAN DENTAL JOURNAL

Publication and deadlines

2020



Publication and deadlines in 2020

| Issue | Deadline | Publication |
|-------|-----------------|---------------|
| 1 | 6. December '19 | 16. January |
| 2 | 14. January | 13. February |
| 3 | 11. February | 12. March |
| 4 | 10. March | 16. April |
| 5 | 1. April | 14. May |
| 6/7 | 14. May | 18. June |
| 8 | 9. June | 20. August |
| 9 | 18. August | 17. September |
| 10 | 15. September | 15. October |
| 11 | 8. October | 12. November |
| 12 | 17. November | 17. 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 | 6 569 |
| Other paid subscriptions | 96 |
| Free subscriptions | 198 |
| Total distribution | 6 863 |

Circulation ratified by The Norwegian Specialized Press Association.

From the readers survey in 2019

- 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 | 20 200 |
| 2/3 page | 16 800 |
| 1/2 page | 12 900 |
| 1/3 page | 11 500 |
| 1/4 page | 9 900 |
| 1/6 page | 7 200 |
| 1/8 page | 6 000 |
| Centre spread | 38 300 |

Special placement:

| | | |
|-------------------------------|--------|------------------------|
| Inside front cover | 21 800 | all prices without VAT |
| Beside editorial column | 21 800 | |
| Beside The President's column | 21 800 | |
| Inside back cover | 20 800 | |
| Back cover | 22 800 | |
| 1/8 page landscape format | 7 100 | |

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.

Pricing:

| | | | |
|-------|-----------|------|-----------|
| 1/16: | kr 1 550 | 1/8: | kr 3 100 |
| 1/4: | kr 6 200 | 1/2: | kr 12 400 |
| 1/1: | kr 19 000 | | |

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 4 200 + 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 | 174 x 220 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 2 200
Agency price: kr. 1.500 Dental Nurse: kr. 1 250