

# tidende

DEN NORSKE  
TANNLEGEFORENINGENS  
TIDENDE

## Publication and deadlines 2023



### Publication and deadlines in 2023

Issue	Deadline	Publication
1	6 December '22	12 January
2	17 January	16 February
3	14 February	16 March
4	7 March	13 April
5	18 April	19 May
6-7	12 May	15 June
8	13 June	17 August
9	15 August	14 September
10	19 September	19 October
11	17 October	16 November
12	14 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	6 612
Other paid subscriptions	73
Rebated subscriptions (50% or more)	0
Free subscriptions	209
<b>Total distribution</b>	<b>6 886</b>

Circulation ratified by The Norwegian Specialized Press Association.

### From the readers survey in 2022

- Very good overall assessment of the magazine
- Great value in relation to work
- Top credibility
- Very good design/layout
- Top score for current interest
- Very good readability and clarity

### Advertisements

Format	kr
1/1 page	21 100
2/3 page	17 500
1/2 page	13 400
1/3 page	11 900
1/4 page	10 300
1/6 page	7 500
1/8 page	6 300
Centre spread	40 000

Special placement	kr
Inside front cover	22 700
Beside editorial column	22 700
Beside The President's column	22 700
Inside back cover	21 700
Back cover	23 700
1/8 page landscape format	7 400

### 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.

### Internet ads

Top banner kr. 7 500  
Banner all pages kr. 6 500  
Banner front page kr. 5 500  
Prices per month.  
Please contact Head of Marketing Eirik Andreassen for banner formats.

### Single column ads

Prices:  
1/16: kr 1 750                      1/8: kr 3 400  
1/4: kr 6 800                        1/2: kr 13 200  
1/1: kr 19 500

All ads are published on the Internet.  
This price also applies to single column ads. on the web.

### Formats:

Portrait (1 column)  
1/16: 84,5 x 25 mm (No. of characters incl. spaces = 302)  
1/8: 84,5 x 53 mm  
1/4: 84,5 x 108 mm  
1/2: 84,5 x 220 mm  
1/1: Page with bleed: 210 x 270 mm + 3 mm bleed

### Landscape (2 columns)

1/8: 174 x 25 mm  
1/4: 174 x 53 mm  
1/2: 174 x 108 mm

### Ads. for handheld devices (iOS and Android)

Single page app. Format = width: 1536 px, height: 1920 px  
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 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.  
Material: Digital material, e-mail or over Fileflow

### Subscription

Non-members of NDA and others: kr 2 400  
Agency price: kr 1 500 Dental Nurse: kr 1 250

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



2/3 page  
W: 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  
W: 174  
H: 55

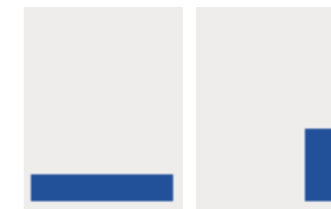


1/6 page  
landscape  
W: 174  
H: 36.5



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 The Norwegian Dental Journal in 2023:  
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