

# tidende

DEN NORSKE  
TANNLEGEFORENINGS  
TIDENDE

## Publication and deadlines 2022



### Publication and deadlines in 2022

| Issue | Deadline        | Publication   |
|-------|-----------------|---------------|
| 1     | 6. December '21 | 13. January   |
| 2     | 18. January     | 17. February  |
| 3     | 15. February    | 17. March     |
| 4     | 15. March       | 15. April     |
| 5     | 6. April        | 12. May       |
| 6-7   | 13. May         | 16. June      |
| 8     | 14. June        | 18. August    |
| 9     | 16. August      | 15. September |
| 10    | 13. September   | 13. October   |
| 11    | 18. October     | 17. November  |
| 12    | 15. November    | 15. 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             | 6 614        |
| Other paid subscriptions            | 67           |
| Rebated subscriptions (50% or more) | 7            |
| Free subscriptions                  | 198          |
| <b>Total distribution</b>           | <b>6 886</b> |

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      | 20 800 |
| 2/3 page      | 17 250 |
| 1/2 page      | 13 200 |
| 1/3 page      | 11 750 |
| 1/4 page      | 10 150 |
| 1/6 page      | 7 400  |
| 1/8 page      | 6 200  |
| Centre spread | 39 400 |

| Special placement             | kr     |
|-------------------------------|--------|
| Inside front cover            | 22 400 |
| Beside editorial column       | 22 400 |
| Beside The President's column | 22 400 |
| Inside back cover             | 21 400 |
| Back cover                    | 23 400 |
| 1/8 page landscape format     | 7 300  |

### 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. 7 000  
Banner all pages kr. 6 000  
Banner front page kr. 5 000  
Prices per month.  
Please contact Head of Marketing Eirik Andreassen for banner formats.

### Single column ads

#### Prices:

1/16: kr 1 650                      1/8: kr 3 300  
1/4: kr 6 500                      1/2: kr 13 000  
1/1: kr 19 300

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 commision

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  
B: 210  
H: 270  
+ 3-5mm  
bleed



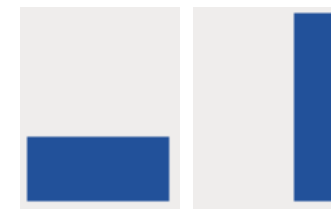
2/3 page  
B: 114  
H: 220

1/2 page  
landscape  
B: 174  
H: 110



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

1/3 page  
landscape  
B: 174  
H: 73



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

1/4 page  
landscape  
B: 174  
H: 55

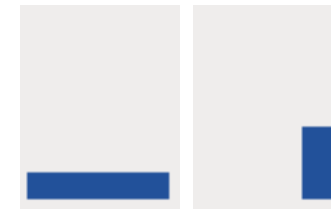


1/6 page  
landscape  
B: 174  
H: 36,5



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

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



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

For advertising in The Norwegian Dental Journal  
and the Nordental catalogue in 2022:  
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 Vika  
0125 Oslo  
Norway