

Publication and deadlines 2026



Publication and deadlines in 2026

Issue	Deadline	Publication
1	6. January '26	29. January
2	10. February	12. March
3	23. March	30. April
4	18. May	18. June
5	10. June	20. August
6	8. September	8. October
7	13. October	12. November
8	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	6 111
Other paid subscriptions	64
Rebated subscriptions (50% or more)	0
Free subscriptions	200
Total distribution	6 375

Circulation ratified by The Norwegian Specialized Press Association.

From the readers survey in 2025

- Very good overall assessment of the magazine
- Top credibility
- Very good design/layout
- Top score for current interest
- Very good readability and clarity

Advertisements

Format	kr
1/1 page	22 000
2/3 page	18 100
1/2 page	13 900
1/3 page	12 350
1/4 page	10 600
1/6 page	7 800
1/8 page	6 600
Centre spread	41 500

Special placement	kr
Innside front cover	23 400
Beside editorial column	23 400
Beside The President´s column	23 400
Inside back cover	22 400
Back cover	24 400
1/8 page landscape format	7 700

Supplements

Weight: 0–30 grams kr. 8.00 per copy
Weight: over 30 grams kr. 9.00 per copy
For special formats, please contact Head of Marketing.

Internet ads

Top banner	kr. 9 000
Banner all pages	kr. 8 000
Banner front page	kr. 7 000
Popup-banner	kr. 9 000
Prices per month.	
Please contact Head of Marketing Eirik Andreassen for banner formats.	

Single column ads

Prices:			
1/16:	kr 2 000	1/8:	kr 3 700
1/4:	kr 7 100	1/2:	kr 13 600
1/1:	kr 20 500		

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

Newsletter advertising

For prices and formats, please contact Head of Marketing Eirik Andreassen.

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 2 500
Agency price: kr 1 700 Dental Nurse: kr 1 500

1/1 page with bleed W: 210 H: 270 + 3–5 mm bleed		2/3 page W: 114 H: 220
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1/2 page landscape W: 174 H: 110		1/2 page portrait W: 84.5 H: 220
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1/3 page landscape W: 174 H: 73		1/3 page portrait W: 54.5 H: 220
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1/4 page landscape W: 174 H: 55		
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1/6 page landscape W: 174 H: 36.5		1/6 page portrait W: 54.5 H: 110
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1/8 page landscape W: 174 H: 27.5		1/8 page portrait W: 54.5 H: 82.5
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For advertising in The Norwegian Dental Journal in 2026:
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