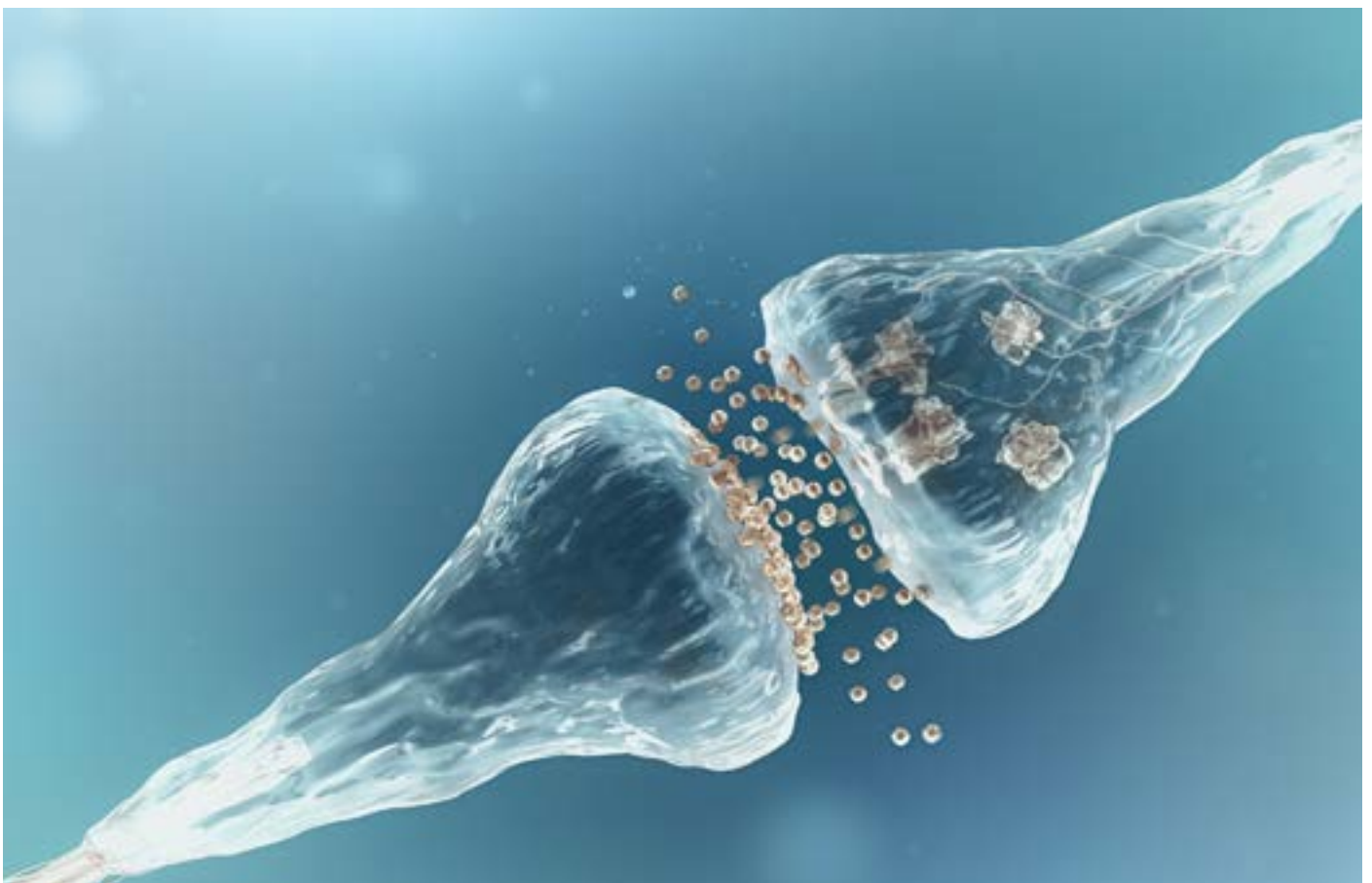


NORDIC LIFE SCIENCE

Advertising & Communication
2024/2025



CONTACT:

Mattias Olme, Business Development Manager

+46 704 174 803 / +46 8 588 941 51

mattias@nlsnews.com, nordiclifescience.org

FACTS & STATISTICS

Nordic Life Science holds a strong position as the leading life science news channel in the Nordic countries. Our readers are decisionmakers at more than 80% of all pharma, biotech and medtech companies in Sweden, Denmark, Finland, Norway and Iceland. On top of our readers in the Nordic countries, we also have subscribers in the rest of Europe, USA, Japan, India, China, Canada, etc.

Magazine: Nordic Life Science magazine is a quarterly business magazine. Each issue reaches about 30,000 readers (subscribers and at events).

News website: nordiclifescience.org is the leading Nordic life science news portal – updated daily with the very latest news. The site has about 20,000 visitors/month.

Newsletter News: NLS News is sent weekly by email – it includes our top stories and a comprehensive summary of the industry's progress and challenges during the past week. The newsletter reaches about 20,000 subscribers.

Newsletter Careers: NLS Careers is sent monthly by email – it includes the latest job alerts and career news from the Nordic life science industry. The newsletter reaches about 20,000 subscribers.

Media Partner: NLS is supporting, covering and is visible at a number of conferences and events every year. View all of them [here!](#)

READ MORE

Material Deadlines and Publishing Dates – Click [here!](#)

Media Partnerships 2024/2025 – Click [here!](#)

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OUR PRODUCTS

The Magazine: Print & Digital

Graphic advertising

We have 4 different ad sizes in our magazine:

- **Spread:** 430 mm * 278 mm + 3 mm bleed
- **Full page:** 215 mm * 278 mm + 3 mm bleed
- **Half page horizontal:** 194 mm * 123 mm
- **Half page vertical:** 92 mm * 257 mm

Example – [Full page](#)

Example – [Half page horizontal](#)

Example – [Half page vertical](#)



Native advertising

Your advertorial content presented in the magazine's style. You can send in your own text or our editors could write it for you.

- **Spread:** Max 6000 chr including spaces, high resolution image/images and/or logo
- **Full page:** Max 3500 chr including spaces, high resolution image/images and/or logo

Example – [Full page](#)

Example – [Spread](#)



The News Site: nordiclifescience.org

Graphic advertising

- **Banner full landscape:** 980 px * 240 px (jpg, gif or png), high-resolution (200-300 dpi)

Available placements: Top banner, 1st, 2nd, 3rd, 4th on startpage, posts, category pages, etc.

- **Mobile/Square:** 320 px * 250 px (jpg, gif or png), high-resolution (200-300 dpi)

- **Banner upright:** 300 px * 600 px (jpg, gif or png), high-resolution (200-300 dpi)

Available placements: Posts and category pages.



The News Site: nordiclifescience.org

Native advertising

Your advertorial content presented in the news site's style. You can send in your own text or our editors will write it for you.

Material: Headline, short summary (max 80 words), high-resolution image, and full article to landing page or link to your landing page.

Example – [Native Start page](#)

Example – [Native Landing page](#)



The News Site + The Newsletter

Advertisement on nordiclifescience.org and in one of our newsletters

• **Banner full landscape:** 980 px * 240 px (jpg, gif or png)

• **Mobile/Square:** 320 px * 250 px (jpg, gif or png), high-resolution (200-300 dpi)

• **Native advertising:** Your advertorial content presented in the newsletter's style. You can send in your own text or our editors could write it for you. **Material:** Headline, short summary (max 80 words), high-resolution image, and full article to landing page or link to your landing page.



The Newsletters: News & Careers

Advertising in NLS News

• **Banner full:** 780 px * 180 px or 980 px * 240 px (jpg, gif or png)

• **Native advertising:** Your advertorial content presented in the newsletter's style. You can send in your own text or our editors could write it for you. **Material:** Headline, short summary (max 80 words), high-resolution image, and full article to landing page or link to your landing page.

Example – [Banner Newsletter](#)

Example – [Native Newsletter](#)



Advertisement in NLS Careers

• **Banner full:** 780 px * 180 px or 980 px * 240 px (jpg, gif or png)

• **Native advertising:** Your advertorial content presented in the newsletter's style. You can send in your own text or our editors could write it for you. See details below.

• **Job offer:** Your job offer could either be included in our list over available position or presented in a native advertising-style.

Example – [Banner Careers Newsletter](#)

Example – [Native Careers Newsletter](#)



Job alerts or Career advertisement

Market your company and its open positions to potential candidates in leading Nordic life science media channel.

- 1 job alert: 750 EUR
- 2-4 job alerts: 1200 EUR
- 5-10 job alerts: 1900 EUR
- Career banner: 1800 EUR/month

Book your job alert:

mattias@nlsnews.com, +46-8-588 941 51



E-mail Blast

Guidelines for Email Blast submissions

Please send all materials to malin@nlsnews.com

Material deadline: The email blast should be submitted preferably 7 working days before the email is sent out. Failure to submit materials by the deadline may result in your email being rescheduled.

Details: Host all email blast images on your server or web host server. Embedded links must include the full path. Ensure there are no instances of "%20" in the file path or spaces. Maximum width of your email blast is 600 pixels.



Example – [Eblast](#)

Added values

Added values

If you book one page or a spread 4 issues in a row (annual booking) you will receive either:

- A graphic banner ad (320*250 px) on our site during the whole year.

OR

- The opportunity to publish a news story/press release from your company (native advertising) on our site one week/quarter for one year.



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