

# Media Information 2025

## Print



### Contact

#### Carsten Venø

Key Account Manager  
Phone.: +45 27 84 21 74  
cave@dagensmedicin.dk

#### Helle Hviid

Key Account Manager  
Phone.: +45 24 45 90 10  
hehv@dagensmedicin.dk

Dagens Medicin is Denmark's only independent news- and debate journal specialized within the healthcare sector

**DAGENS**  
**Medicin**

# What is Dagens Medicin?

The newspaper, Dagens Medicin, is published every month (except April and July) and has 16,000 subscribers. It is read by more than 42,000 healthcare professionals with each issue. The subscribers are all healthcare professionals\*.



## Issues

16,000 copies

## Frequency of publication

10 times a year

## Publication day

Friday



## Readership

42,000 readers  
(Gallup 2024)

## Themes- and special editions

Editorial themes are released 10 times annually during 2025, and will enable targeted advertising towards specialists and doctors in general.

## Power

Issue 8 features the “Magtens Top 100”—a special edition highlighting the top 100 most powerful people in health-care. This edition comes with premium paper quality and border advertisements for a standout presentation..



\*Healthcare professionals are defined by law as doctors, dentists, veterinarians, pharmacists, nurses, veterinary nurses, pharmaceutical assistants, midwives, biomedical laboratory scientists, clinical dieticians, radiographers, social and healthcare assistants, and students within these professions, according to Reklamebekendtgørelsen (Advertising Announcement Regulation) § 1, paragraph. 3.

# Releaseplan 2025

Text-page advertising, deadlines and themes

Month	Week	Issue	Release date	Booking date	Material deadline	Theme
Januar	5	DM1	31.01	22.01	27.01	General Practice (Almen Praksis) + Respiration + Infektion
Februar	9	DM2	28.02	19.02	24.02	General Practice + Diabetes + Obesity
March	13	DM3	28.03	19.03	24.03	General Practice + Dermatology + Womens Health
May	21	DM4	23.05	14.05	19.05	General Practice + Cardiovascular + Neurology
June	26	DM5	27.06	18.06	23.06	General Practice + Cancer + Haematology
Summer vacation						
August	34	DM6	22.08	13.08	18.08	General Practice (Almen Praksis) + Respiration + Infektion
September	39	DM7	26.09	17.09	22.09	General Practice + Diabetes + Obesity
October	44	DM8	31.10	22.10	27.10	Magtens Top 100 i sundhedsvæsenet + General Practice + Cancer + Haematology
November	48	DM9	28.11	19.11	24.11	General Practice + Cardiovascular + Neurology
December	51	DM10	19.12	10.12	15.12	General Practice + Dermatology + Womens Health

## Congresses

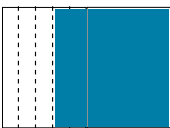


Congresses	Therapy area	Dates 2025
EHSF	Hidradenitis suppurativa	12.-14. february
ESGO	Gynecological cancer	20.-23. february
ACTRIMS	Sclerosis	27. feb - 1. march
AAD	Dermatology	7.-11. march
ATTD	Diabetes	19.-22. march
EAU	Urology	21.-24. march
EPA	Psychiatry	5.-8. april
ESCMID	Infection, vacc.	27.-30. april
IAPRD	Parkinson	8.-10. may
World congress of ADHD	ADHD	8.-11. may
APA	Psychiatry	17.-21. may
ECO	Obesity	11.-14. may
ESMO-BC	Breast Cancer	14.-16. may
ASCO	Oncology	30. may - 3. june
ERA	Kidney	4.-7. june
EHA	Hematology	12.-15. june
EULAR	Rheumatology	11.-14. june

Congresses	Therapy area	Dates 2025
EAACI	Allergy	13.-16. june
EAN	Nephrology	21.-24. june
AHS	Headache	19.-22. june
ADA	Diabetes	20.-23. june
ESC	Cardiovascular	29. august - 1. september
EADV	Dermatology	17.-21. september
EASD	Diabetes	16.-19. september
ERS	Respiration	27. september - 1. october
ECTRIMS	Sclerosis	24.-26. september
ESMO	Oncology	17.-21. october
ASN Kidney week	Kidney	5.-9. november
Obesity Week	Obesity	4.-7. november
AHA	Cardiovascular	8.-10. november
AAN	Neurology	7.-9. november
EHC	Headache	3.-6. december
ASH	Hematology	6.-9. december
SABCS	Breast Cancer	9.-12. december

# Exposure

## Format and price

### Standard format

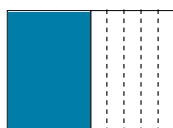
	<b>Full Page</b> Price in DKK: 44.600 kr. Format: 258 x 370mm		<b>Full Page + 2 col. Full Height</b> Price in DKK: 56.100 kr. Format: 258 x 370mm		<b>Double-page Spread</b> Price in DKK: 67.500 kr. Format: 530 x 370mm
	<b>A4 Page</b> Price in DKK: 37.600 kr. Format: 206 x 297mm		<b>1/2 Page</b> Price in DKK: 33.100 kr. Format: 258 x 185mm		<b>Banner</b> Price in DKK: 22.600 kr. Format: 258 x 75mm

### Mandatory Information, black and white

	<b>1 Column</b> Price in DKK: 8.600 kr. Format: 48 x 370mm		<b>2 Column</b> Price in DKK: 11.900 kr. Format: 100 x 370mm		<b>3 Column</b> Price in DKK: 15.300 kr. Format: 153 x 370mm
---	--	--	--	---	--

Special advertising placement	Size in mm (WxH)	price in DKK
Front-page Ad	258 x 185	84.500
Front-page Banner	258 x 20	26.700
Page 2	258 x 370	55.590
Centre Spread	530 x 370	79.800
Page 4, 7 or 9	258 x 370	52.600
Page 11, 13 or 15	258 x 370	50.100
Page 2-3	530 x 370	81.100
Back Page	258 x 370	55.590
Other Special Placements	Listepris + 15%	
Price per mm for Text Ads		42,0

### Format in the paper



# Effective exposure

There are many possibilities in terms of effective exposure in Dagens Medicin. Do you need to carry out a special message and be sure to catch the attention of doctors? Our advertisement-test has several times shown that messages on **inserts, belly belts, foiling, sticking postcards** ect. gets a lot of valued attention.



## Advertorial

Unlike traditional banner ads, an advertorial offers significantly more space to elaborate on studies, products, and services—ensuring a more informative and credible experience for readers. The result? An ad that not only captures attention but also delivers real value.

### Requirements for advertorials

There must be legible labelling so that the readers know it is an ad / paid content.

Do not use a typography and layout that can be confused with Dagens Medicin.

Advertorials are set up by the advertiser but gets approved by Dagens Medicin before it is sent to print.

### Technical specifications

- Resolution 200 dpi
- Colour images must have good contrast
- Line 400 dpi
- Raster 40 lines
- Colours CMYK-separated
- Font size min. 9 points for negative text
- Font size min. 6 points for positive text.

### Price:

- Equivalent to the prices of a full-page print ad + 5%



Call or write for prices on the above and other creative assignments.  
See contact information on page 6.

# Material Specifications

Material is to be sent to [annonce@dagensmedicin.dk](mailto:annonce@dagensmedicin.dk)

Material for the newspaper is to be delivered on time, by the deadline, as an attached PDF in an email to [annonce@dagensmedicin.dk](mailto:annonce@dagensmedicin.dk) / [masi@dagensmedicin.dk](mailto:masi@dagensmedicin.dk).

More information about the specific Material deadlines, in the Release schedule on page 3.

## Technical specifications

- Resolution 200 dpi
- Color images should have good contrast
- Line 400 dpi
- Raster 40 lines
- Colors CMYK-separated
- Font size min. 9 points for negative text
- Font size min. 6 points for positive text

## PDF specifications

CMYK-separated pressoptimized PDF, fonts embedded, 200 dpi image material, none pruning. InDesign and Illustrator's transparency function should not be used. Other than that, go to [www.kankanikke.dk](http://www.kankanikke.dk) for correct setting of PDF. If text is published in the advertisement that refers to the product summary, the fonts used in the material must be attached.

## DBH and the Power issue

Please be aware of the changed ad formats, for these editions. Furthermore, the material must be delivered as a PDF, 60 lines.

### Full page ad:

258 x 370 mm. But regarding DBH and the Power issue the size is: 241 x 341.

## Printing

Coldset Web offset.

For more information, please contact Dansk Standard for Avistryk, on +45 33 12 16 70.

\*Advertising agency's commission/advertising allowance/security

We offer a 5% commission after discount if the listing is booked through a media agency. Commissions require repro ready art-work.

## Disclaimers

Dagens Medicin accepts no liability for errors made in advertisements that are published in accordance with the information provided by

the customer, nor for materials received from other media.

Should Dagens Medicin accept liability for an error in an ad, you will be given a refund, provided that the total amount does not exceed the cost of the advertisement. For misprint, wrong sizes, pricing and timing, which the advertiser or bureau is not responsible for, there will only be a refund based on Dagens Medicin's estimate of the ad depreciation.

All complaints must be submitted in writing immediately after the advertisement's listing.

If an ad is printed with the same error several times without any complaints, you will only get compensation for the first listing.

Dagens Medicin reserves the right to reject advertisements or listings that conflict with the interests of the company or with laws and regulations, as well as any advertising that might be confused with editorial content.

Classified ads will only be included in the classified advertisement pages under relevant headings/sections. Dagens Medicin accepts no liability for listing adverts that are illegal.

Publication or inclusion of ads is not guaranteed if finished material does not meet the delivery requirements. Claims are therefore not applicable if the ordered listing is incorrect, late or missing.

## Record Retention

All advertising materials and documents are archived for six months. Hereafter, the materials and documents will be deleted, unless special arrangements have been made. All errors and omissions excepted.

## Cancellation

There will be no additional charge for cancellation if the cancellation is received no later than four weeks from the material deadline. An ad can be withdrawn up until two weeks before the material deadline at a cancellation fee of DKK 10,000. For ads booked with special placement, the deadline date is shown on the order confirmation.

## Contact



### Carsten Venø

Key Account Manager  
Phone.: +45 27 84 21 74  
[cave@dagensmedicin.dk](mailto:cave@dagensmedicin.dk)



### Helle Hviid

Key Account Manager  
Phone.: +45 24 45 90 10  
[hehv@dagensmedicin.dk](mailto:hehv@dagensmedicin.dk)

**DAGENS**  
**Medicin**

Møntergade 19 | 1140 København K  
[www.dagensmedicin.dk](http://www.dagensmedicin.dk)