

tidende

DEN NORSKE
TANNLEGEFORENINGENS
TIDENDE

Publication and deadlines 2024



Publication and deadlines in 2024

Issue	Deadline	Publication
1	11 December '22	18 January
2	16 January	15 February
3	13 February	14 March
4	11 March	18 April
5	11 April	16 May
6-7	13 May	13 June
8	10 June	15 August
9	20 August	19 September
10	17 September	17 October
11	15 October	14 November
12	12 November	12 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	6 642
Other paid subscriptions	70
Rebated subscriptions (50% or more)	0
Free subscriptions	201
Total distribution	6 913

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	21 400
2/3 page	17 700
1/2 page	13 600
1/3 page	12 000
1/4 page	10 400
1/6 page	7 600
1/8 page	6 400
Centre spread	40 500

Special placement	kr
Inside front cover	22 900
Beside editorial column	22 900
Beside The President's column	22 900
Inside back cover	21 900
Back cover	23 900
1/8 page landscape format	7 500

Supplements

Weight: 0-30 grams kr. 7.00 per copy
Weight: over 30 grams kr. 8.00 per copy
For special formats, please contact Head of Marketing.

Internet ads

Top banner kr. 8 000
Banner all pages kr. 7 000
Banner front page kr. 6 000
Prices per month.
Please contact Head of Marketing Eirik Andreassen for banner formats.

Single column ads

Prices:
1/16: kr 1 800 1/8: kr 3 500
1/4: kr 6 900 1/2: kr 13 300
1/1: kr 19 750

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 2 500
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

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

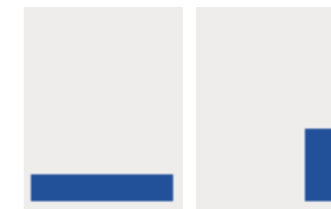


1/6 page
landscape
W: 174
H: 36.5



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 2024:
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