

The country's largest advertising agency for nurses!

Sykepleien is one of Norway's largest specialist magazines, which has a fantastic position in health Norway and reaches more and more people outside the core target group. Our readers have a large network of contacts through their work with people and are often asked for advice. Privately, nurses make many decisions about purchasing, according to surveys. This, as well as the magazine's stable readership, makes the magazine well suited to building a brand for products within the subject and all other products/services.

The nursing paper edition goes in-depth on one topic in each edition and has a circulation of around 119,000. There are five editions a year. Each page is read an average of 323,000 times according to *Kantar TNS (1/2020)*.

Sykepleien.no covers daily health news, as well as specialist and research articles as well as weekly debate posts and opinions. We also publish peer-reviewed research articles. Almost 100,000 follow Sykepleien on Facebook. We publish two newsletters a week to approximately 120,000.

Contact us today for more information or to place an ad order.

* **Circulation: 122,000**

* **Readers: 209,000**

* **Exposures: 323,000**

Source: *Kantar TNS 1/2020*.



Magazine advertising

- Unique design in each edition
- Goes in depth
- Average exposures each page 323,000
- 209,000 unique readers
- Free ad test in February

Digital advertising

- 220,000 page views per week
- Choose from several formats
- 20,000 unique users per day
- Newsletter to 120,000 with highly visible advertising spaces
- Average reading time 2.50 min

For advertising contact:



Vivian Karlsen

Media seller

vivian@salgsfabrikken.no

+47 919 03 397



Elisabeth Retteraasen Wåde

Media seller

elisabeth@salgsfabrikken.no

+47 919 03 208

For attachments contact:



Britt Fossum

Media seller

britt@salgsfabrikken.no

+47 919 03 297

Magazine

Release schedule 2024

Issue	Title	Mat.deadl.	Release.date
1	Theme is coming	25 Jan.	23 Feb.
2	Theme...	14 Mar.	19 Apr.
3	Theme...	15 May	14 Jun.
4	Theme...	12 Sep.	11 Okt.
5	Theme...	7 Nov.	6 Dec.

Advertising material

send to: annonse@salgsfabrikken.no
in high-resolution PDF format, 300 dpi.
Phone 47 86 03 43

Agency commission: 3.5%
Cancellation must be made in writing
2 weeks before the release date.

Prices / formats - Product advertisements print (Excl. VAT)

Format	Advertisement format	Price
Full page	Width: 210 mm, Height: 275 mm (+ 5 mm bleed)	46 500,-
1/2 page	Height: W: 89 mm, H: 251 mm Width: W: 186 mm, H: 121 mm	28 400,-
1/4 page	Høyde: W: 89 mm, H: 121 mm Bredde: W: 121 mm, H: 89 mm	19 100,-
2/1 pages	W: 420 mm, H: 275 mm (+ 5 mm bleed)	73 700,-
3. cover	W: 210 mm, H: 275 mm (+ 5 mm bleed)	48 700,-
Back side	W: 210 mm, H: 205 mm 8 (+5 mm utf)	51 000,-

Digital ads

Ad type	Format	Price per week
Top banner (incl. mobile)	1080 x 200 (mobile: 320 x 150)	15 000,-
Superboard 2 / pop-up (incl. mobile)	1080 x 200 (mobile: 320 x 150)	15 000,-
Superboard 3 (incl. mobile)	1080 x 200 (mobile: 320 x 150)	11 000,-
Banner in newsletter	468 x 468	24 000,-

1080 x 200: Image file: GIF, JPG, PNG (Max: 1 100kb). Video file: MP4, WebM (Max: 10 000kb). HTML, Third Party.
320 x 150: Image file: GIF, JPG, PNG, SVG (Max: 964kb). Video file: MP4, WebM (Max: 10 000kb). HTML, Third Party.
468 x 468: Image file: JPG, PNG (Max: 368kb).

Digital advertising is smart!

We offer several digital advertising format (see table).

Sykepleien.no has high traffic with over **20,000 unique users per day** and **220,000 page views per week**. The average reading time is 2.50 minutes.

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