

## 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 122,000. There are five editions a year. 211,000 readers an average issue of the magazine Sykepleien. Source: Kantar Media Fagpressen 2023

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 three newsletters a week to approximately 130,000.

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

\* **Circulation: 122,000**

\* **Readers: 211,000**

\* **Exposures: 323,000**

Kilde: Kantar Media Fagpressen 2023



## Magazine advertising

- Unique design in each edition
- Goes in depth
- Average exposures each page 323,000
- 211,000 unique readers
- Free ad test for all advertisers in February and October.

## Digital advertising

- 288,000 page views per week
- Choose from several formats
- 28,000 unique users per day
- Newsletter to 130,000 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

## Magazine

### Release schedule 2025

Issue	Title	Mat.deadl.	Release.date
1	Symptoms	23 Jan	21 Feb
2	Theme coming...	27 Feb	4 Apr
3	Theme coming...	14 May	13 Jun.
4	Theme coming...	4 Sep.	3 Okt.
5	Theme coming...	6 Nov.	5 Dec.

### Advertising material

send to: [annonse@salgsfabrikken.no](mailto: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
<b>Full page</b>	Width: 210 mm, Height: 275 mm (+ 5 mm bleed)	<b>49 300,-</b>
<b>1/2 page</b>	Height: W: 89 mm, H: 251 mm Width: W: 186 mm, H: 121 mm	<b>29 900,-</b>
<b>1/4 page</b>	Høyde: W: 89 mm, H: 121 mm Bredde: W: 121 mm, H: 89 mm	<b>20 300,-</b>
<b>2/1 pages</b>	W: 420 mm, H: 275 mm (+ 5 mm bleed)	<b>78 000,-</b>
<b>3. cover</b>	W: 210 mm, H: 275 mm (+ 5 mm bleed)	<b>49 900,-</b>
<b>Back side</b>	W: 210 mm, H: 205 mm 8 (+5 mm utf)	<b>54 000,-</b>

## Digital ads

Ad type	Format	Price per week
Top banner (incl. mobile)	1080 x 200 (mobile: 320 x 150)	<b>16 000,-</b>
Superboard 2 / pop-up (incl. mobile)	1080 x 200 (mobile: 320 x 150)	<b>16 000,-</b>
Superboard 3 (incl. mobile)	1080 x 200 (mobile: 320 x 150)	<b>12 000,-</b>
Banner in newsletter	468 x 468	<b>24 900,-</b>

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 **28,000 unique users per day** and **288,000 page views per week**. The average reading time is 2.50 minutes.

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