

# DYRLÆGEN

2023 · Publication year 16

TRADE MAGAZINE FOR VETERINARIANS, VETERINARY STUDENTS, AND VETERINARY NURSES

## Target groups and readers

The trade magazine DYRLÆGEN is targeted at practicing veterinarians, veterinary students, and veterinary nurses. The magazine is published six times a year and distributed free of charge.

## DYRLÆGEN is

- The only trade magazine for both veterinarians, veterinary students, as well as veterinary nurses.
- The direct path to decision makers of the Danish clinics and in the veterinary business as such.
- A trade magazine specialized in small animals, horses, and production animals.
- A trade magazine which also includes finances, leadership, and development of veterinary clinics.

## Editorial profile

DYRLÆGEN is based on professional articles written by veterinarians. Its purpose is to share current knowledge and to ensure that veterinarians, veterinary students, and veterinary nurses receive new and relevant information within their professional areas, such as small animals, horses, or production animals.

In addition, the trade magazine brings news and journalistic content reports, portraits, and interviews in order to focus on topics, such as education, continuing education, and modern operation of practice. The magazine also includes subjects within the management, financial management, and IT operation areas – as well as new trends within the profession, for example the increased specialization.

## Our website – Dyr-laegen.nu

Dyr-laegen.nu is the digital media of your target group as to relevant news and professional articles from leading Danish veterinarians and veterinary nurses.

At Dyr-laegen.nu, you reach 7,000 specialist and professional veterinarians, privately and publicly employed veterinarians, veterinary students, veterinary nurses, and veterinarians working within the veterinary field in general.

We offer three banner ad formats. All banner ads are delivered together with statistics after the advertising period, which enables you to analyze the number of visitors and conversions of your banner ads at Dyr-laegen.nu.



## Editor-in-chief

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## Publishing

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## Publications 2023


Circulation: 3,900  
Format: A4  
Distribution: Bladkompagniet

## Release schedule 2023


#	Publication	Advertisement deadline
1.	February 27	February 10
2.	April 28	April 11
3.	May 31	May 10
4.	August 31	10. august
5.	Oktober 27	Oktober 10
6.	November 30	November 10

# Advertising in the trade magazine DYRLÆGEN

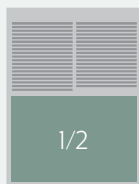
PRINT AD



**1/4 page: DKK 4,730**  
W: 180 x H: 62 mm



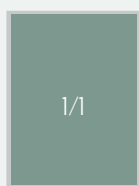
**1/4 page: DKK 4,730**  
W: 85 x H: 126 mm




**1/2 page: DKK 7,810**  
W: 180 x H: 126 mm



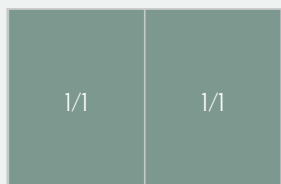
**1/2 page: DKK 7,810**  
W: 85 x H: 260 mm



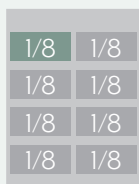
**1/1 page: DKK 13,515**  
W: 180 x H: 260 mm  
To boarder:  
W: 210 x H: 297 mm  
+3 mm to crop



**The back: DKK 14,550**  
W 130 x H: 260 mm  
To boarder:  
W: 149 x H: 297 mm  
+3 mm to crop  
But not in the right side




**Center page: DKK 23,685**  
W: 420 x H: 297 mm  
+3 mm to crop




**Referral ad 1/8 page: DKK 10,500**  
for six publications  
W: 85 x H: 50 mm

\*\*\*Example



\*\*\*Example



## Discount

By placing an ad multiple times – within the same order and in the same format, you obtain a discount.  
Two times: 5 percent  
Four times: 10 percent  
Six times: 15 percent

## Insert publication

The price for an insert publication varies according to size and weight. Price example: One piece at a maximum size of A4 and a maximum weight of 100 mg

(minimum price of): **DKK 21,995\***

\*The price is indicative due to the uncertain financial situation with rising costs of energy, environment, and distribution. The publication is settled at a daily price.

## Referral ad

Profile your speciality and receive collegial referrals from all over Denmark. The ad is subscribed for one year at a time.

Price: **DKK 10,500**  
(DKK 1,750 per placement).

## Job ad at large discounts

Find your right employees through a job ad. We offer you a 50 percent discount at all job ads in the trade magazine DYRLÆGEN in 2023. The discount is not to be combined with other discounts. At the time of publication in the trade magazine DYRLÆGEN, your job ad is additionally uploaded at our job portal DyrLaegen.nu for free. The portal is addressed to all veterinarians, veterinary students, and veterinary nurses.

## Advertising material for the trade magazine

All ads are to be delivered as print ready PDF files (PressOptimized files), with cut marks and 3 mm to crop when printed to boarder.

\*\*\*In case of 'medical prescription ads', a photo or logo is required for the published version addressed to veterinary students and veterinary nurses. This material is to be delivered together with the basic ad. Please forward all advertising material to JJ Kommunikation at [info@jjkommunikation.dk](mailto:info@jjkommunikation.dk).

## Newsletter banner ad

Our newsletter is published six times a year. You order one banner publication per newsletter.

### Top banner

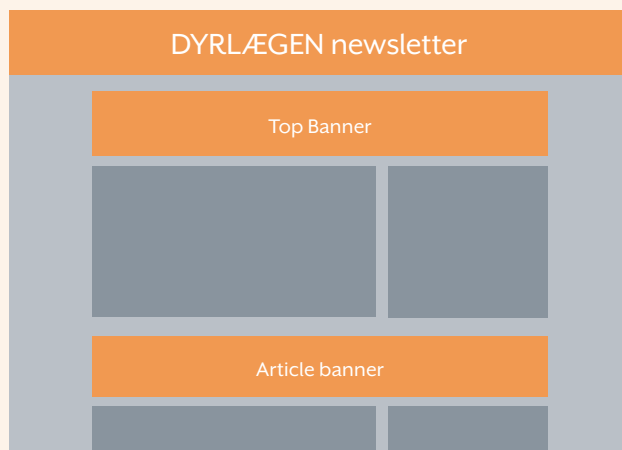
600 x 120 px  
One newsletter: **DKK 1,995**  
Three newsletters: **DKK 5,385**  
Six newsletters: **DKK 10,170**  
Size 500 kb

### Article banner

600x120 px  
One newsletter: **DKK 1,595**  
Three newsletters: **DKK 4,305**  
Six newsletters: **DKK 8,135**  
Size 500 kb

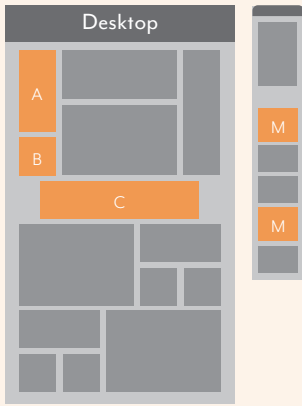
The material is to be delivered in the formats JPEG, JPG, PNG (maximum 200 kb) or GIF (maximum 500 kb).

Please forward the banner adds to JJ Kommunikation at [info@jjkommunikation.dk](mailto:info@jjkommunikation.dk).



NEWSLETTER AD

## Banner ad at Dyr-laegen.nu



**Banner ad A:**  
**DKK 11,650 per month**  
 Desktop version: W: 300 x H: 600 px  
 Mobile version: W: 300 x H: 250 px

**Banner ad B:**  
**DKK 6,895 per month**  
 Desktop/mobile versions:  
 W: 300 x H: 250 px

**Banner ad C:**  
**DKK 4,495 per month**  
 Desktop version: W: 930 x H: 180 px  
 Mobile version: W: 300 x H: 250 px

A banner ad includes one picture (JPEG, GIF or PNG in 72 PPI) or one HTML5-banner as files or link. Please notice that a banner in the format W: 300 x H: 250 px is required in order to be displayed on mobile version.

### Additional purchase discount

When purchasing an ad in the printed edition of the trade magazine DYRLÆGEN, you can additionally order a banner ad at Dyr-laegen.nu at a favorable price.

By purchase of 1/1 page ad in DYRLÆGEN  
**Banner ad A: DKK 999 per month**

By purchase of 1/2 page ad in DYRLÆGEN  
**Banner ad B: DKK 1,399 per month**

By purchase of 1/4 page ad in DYRLÆGEN  
**Banner ad C: DKK 1,799 per month**

Please forward all final advertising material to JJ Kommunikation at [info@jjkommunikation.dk](mailto:info@jjkommunikation.dk).

## Job ad at Dyr-laegen.nu

**Your job ad at Dyr-laegen.nu is to be viewed by up to 7,000 job seekers every month.**

Dyr-laegen.nu is the Danish digital job portal for veterinarians, veterinary students, veterinary nurses. Find your right employees through a job ad at Dyr-laegen.nu.

Your post will be active for a maximum of one month – or until application deadline.

From 2023, your job ad is uploaded at only **DKK 1,295 per month**

### Material info

Please forward a high-resolution logo of your company, your job ad text, contact information, as well as job or profile video.

### Files to be attached to your order

1. Text in a Wordformat. Job title (for instance 'Veterinarian' or 'Surgeon'). Description of your vacant position and your company (2,000-3,000 characters).
2. Logo (minimum 600 x 200 px).
3. Picture – optional (minimum 1,200 x 675 px).
4. Application link (link to the application system or email address to which the application can be uploaded/sent).

### Information to be attached to your order

Contact person: Name, phone number, email address.  
 Company: Name, address, website.  
 Application deadline: Time and date.

Please forward all the information above to JJ Kommunikation at [info@jjkommunikation.dk](mailto:info@jjkommunikation.dk).

## Insurance summary at Dyr-laegen.nu

The insurance summary for dogs, cats, horses, and small animals is our most requested feature and is recommended by veterinarians and veterinary nurses across the country.

By participating in the 2023 insurance summary, your insurances are visible for both influencers as well as decision makers in the purchasing process.

As something new, users can now easily compare prices and coverages across companies online at Dyr-laegen.nu.

- 1 animal species: **DKK 3,600**
- 2 animal species: **DKK 5,100**
- 3 animal species: **DKK 6,600**
- 4 animal species: **DKK 8,100**

**Material info**  
 Please forward your Excel sheet at the latest of January 7, 2023, at [info@jjkommunikation.dk](mailto:info@jjkommunikation.dk).

All material is returned to you in a layout format for approval before publication.



## Advertorials at Dyr-laegen.nu

Increase your sales, obtain more registrations at your events and webinars, or spread your messages with value-creating advertorials at Dyr-laegen.nu.

An advertorial is an ad with editorial content. Therefore, the format is a unique eye catcher and appeals to the interests of your target group, increases the credibility of your message, and sends relevant leads to your website.

Advertorial at Dyr-laegen.nu \*  
(maximum 2,500 characters):

\*Online for a year or by agreement.

**DKK 15,995**

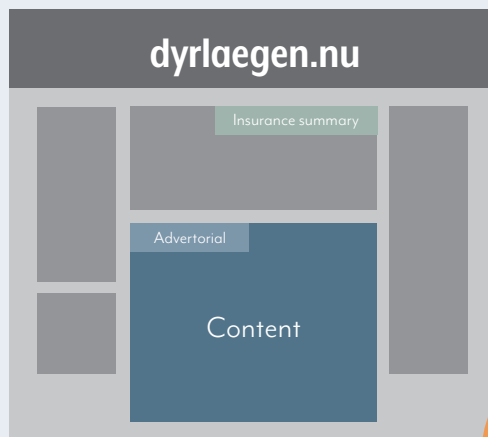
### Additional purchase

We can assist you in preparing a value-creating advertorial that catches and maintains the interest of your target group.

With more than 10 years of experience, we – at JJ Kommunikation – write editorial content that pays off.

Preparation of advertorial  
(maximum 2,500 characters)

**DKK 5,995**

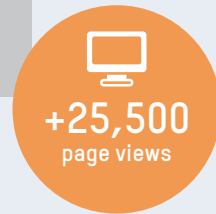


### Material info

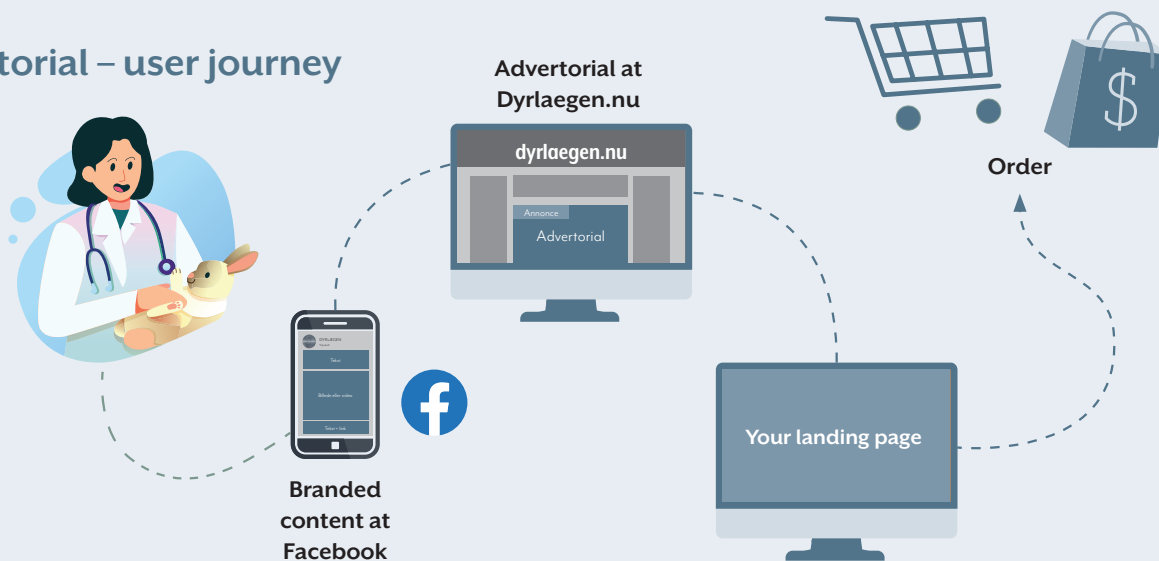
Advertorial in a Word document  
(maximum 2,500 characters).

One to three pictures  
(minimum 1,200 x 623 px).

Link to landing page  
(At your own request)  
Name, address, contact information,  
and website of your company.



## Advertorial – user journey



**Branded content at Facebook**

## Branded content at Facebook

Your company needs to be visible at the same place as your target group – and that is Facebook.

When purchasing an advertorial at Dyr-laegen.nu, you get three organic postings at DYRLÆGEN's Facebook page FOR FREE – immediately after publication of your advertorial.

Here, your content is visible to more than 1,700 veterinarians, veterinary nurses, and veterinary students. You increase your

visibility, create commitment, obtain more traffic as well as more relevant leads. Visibility at DYRLÆGEN's Facebook page – three organic postings:

**FOR FREE\***

\*By purchase of an advertorial.

### Material info

One to three pictures, videos, or GIFs (minimum 1,200 x 628 px)

