

DYRLÆGEN

2024 · Publication year 17

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 in Denmark.

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 path to decision makers at veterinary clinics and hospitals all over Denmark. The Dyr-laegen.nu website conveys industry-relevant news, professional articles, events and knowledge from leading, Danish veterinarians, VSPs and other relevant players within the veterinary field.

Across DYRLÆGEN's media, you can spread your message to more than 14,000 specialist and professional veterinarians, privately and publicly employed veterinarians, veterinary students and nurses as well as others who work in the veterinary industry 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.



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Publications 2024


Circulation: 3,900
Format: A4
Distribution: Bladkompagniet

Release schedule 2024


#	Publication	Advertisement deadline
1.	February 27	February 9
2.	April 30	April 12
3.	May 31	May 13
4.	August 30	August 9
5.	October 14	October 1
6.	November 29	November 11

Advertising in the trade magazine DYRLÆGEN


PRINT AD




1/4 page: DKK 4,895
W: 180 x H: 62 mm




1/4 page: DKK 4,895
W: 85 x H: 126 mm




1/2 page: DKK 8,100
W: 180 x H: 126 mm




1/2 page: DKK 8,100
W: 85 x H: 260 mm



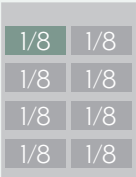
1/1 page: DKK 13,995
W: 180 x H: 260 mm
To boarder:
W: 210 x H: 297 mm
+3 mm to crop



The back: DKK 15,100
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 24,525
W: 420 x H: 297 mm
+3 mm to crop




Referral ad 1/8 page: DKK 10,860 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

Special placement

For special placement, additional 10 percent is added to the price.

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 22,995***

*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 10,860**
(DKK 1,810 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 2024. 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 Dyrslaegen.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 materiale@jjkommunikation.dk.

ONLINE AD

Banner ad at Dyrslaegen.nu

Banner ad A: DKK 11,650 per month

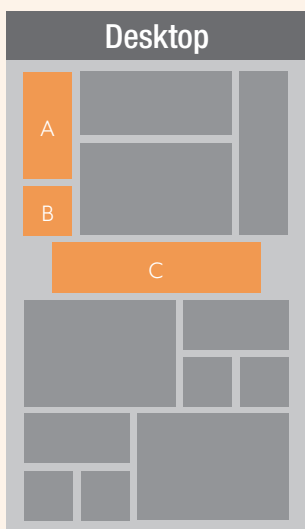
Desktop version:
W: 300 x H: 600 px
Mobile version:
W: 300 x H: 250 px

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 Dyrslaegen.nu at a favorable price.

By purchase of 1/1 page ad in DYRLÆGEN

Banner ad A, B, and C: DKK 999 per month

By purchase of 1/2 page ad in DYRLÆGEN

Banner ad A, B, and C: DKK 1,399 per month

By purchase of 1/4 page ad in DYRLÆGEN

Banner ad A, B, and C: DKK 1,799 per month

Please forward all final advertising material to JJ Kommunikation at materiale@jjkommunikation.dk.

Job ad at Dyrlaegen.nu

Your job ad at Dyrlaegen.nu is to be viewed by up to 7,000 job seekers every month.

As one of most popular, Danish portals for employees in the veterinary industry, DYRLÆGEN.nu collects vacancies from veterinary clinics and hospitals all over Denmark. Whether you are looking for a student, a veterinarian, or a veterinary nurse, you can find your next employee at our job portal.

Your post will be active for one month and will furthermore appear on DYRLÆGEN's Facebook page with 2,000 followers.

From 2024, 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 materiale@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**

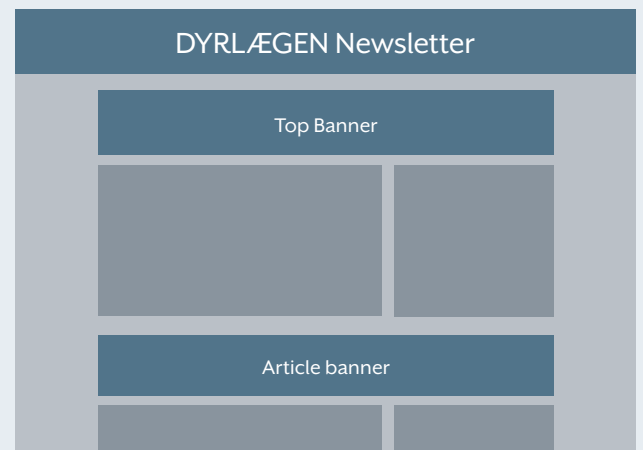
Three newsletters: **DKK 4,305**

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 materiale@jjkommunikation.dk.



Insurance summary at Dyrlaegen.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 2024 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 Dyrlaegen.nu.

1 animal species: **DKK 3,700**

2 animal species: **DKK 5,200**

3 animal species: **DKK 6,700**

4 animal species: **DKK 8,200**

Material info

Please forward your Excel sheet at the latest of January 7, 2024, at materiale@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 16,559

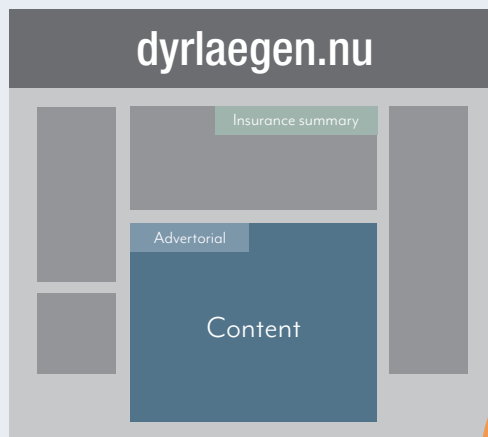
Additional purchase

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



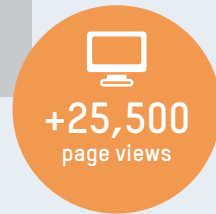
Material info

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

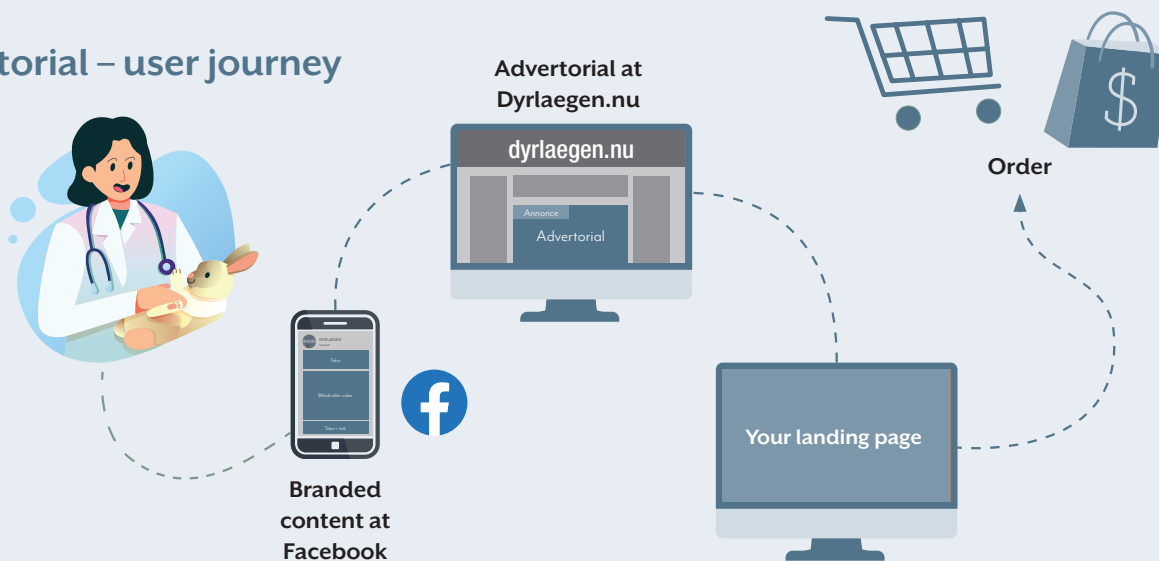
One to three pictures
(minimum 1,200 x 623 px).

Link to landing page
(At your own request)

Name, address, contact information,
and website of your company.



Advertorial – user journey



Branded content at Facebook

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).

