

DYRLÆGEN

2025 · Publication year 18

TRADE MAGAZINE FOR VETERINARIANS, VETERINARY STUDENTS, AND VETERINARY NURSES

DYRLÆGEN is

- The only trade magazine for both veterinarians, veterinary students, as well as veterinary nurses.
- The direct path to decision makers at Danish clinics and in the veterinary industry 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 – DyrLaegen.nu

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

On dyrLaegen.nu, you are able to spread your message to more than 23,000 users including 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.

The trade magazine DYRLÆGEN is targeted at practicing veterinarians, veterinary students, and veterinary nurses. The magazine is published 6 times a year and distributed free of charge in Denmark.



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Publications 2025


Circulation: 3,900
Format: A4
Distribution: Bladkompagniet

Release schedule 2025

#	Publication	Advertisement deadline
1.	February 25	February 7
2.	April 29	April 11
3.	May 27	May 9
4.	August 26	August 8
5.	October 14	October 1
6.	November 25	November 7

Advertising in the trade magazine DYRLÆGEN

PRINT AD



1/4 page: DKK 5,100
W: 180 x H: 62 mm.



1/4 page: DKK 5,100
W: 85 x H: 126 mm.


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



1/2 page: DKK 8,425
W: 180 x H: 126 mm.



1/2 page: DKK 8,425
W: 85 x H: 260 mm.

Special placement

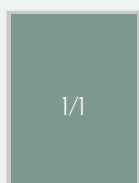
For special placement, additional 10 percent is added to the price.

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 24,250***

*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.



1/1 page: DKK 14,555
W: 180 x H: 260 mm.
To boarder:
W: 210 x H: 297 mm.
+3 mm to crop




The back: DKK 15,705
W: 130 x H: 260 mm.
To boarder:
W: 149 x H: 297 mm.
+3 mm to crop
but not in the right side

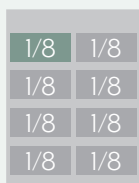
Referral ad

Profile your speciality and receive collegial referrals from all over Denmark. The ad is subscribed for 1 year at a time.

Price: **DKK 11,310**
(DKK 1,810 per placement).



Center page: DKK 25,510
W: 420 x H: 297 mm.
+3 mm to crop




Referral ad 1/8 page: DKK 11,310 for six publications
W: 85 x H: 50 mm.


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 2025. 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.

**Example



**Example



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.



The only trade magazine for both veterinarians, veterinary students, as well as veterinary nurses.

Banner ad at Dyr-laegen.nu

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.

A banner ad includes 1 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, B, and C: DKK 1,100 per month

By purchase of 1/2 page ad in DYRLÆGEN

Banner ad A, B, and C: DKK 1,455 per month

By purchase of 1/4 page ad in DYRLÆGEN

Banner ad A, B, and C: DKK 1,875 per month

Banner ad A: DKK 11,650 per month

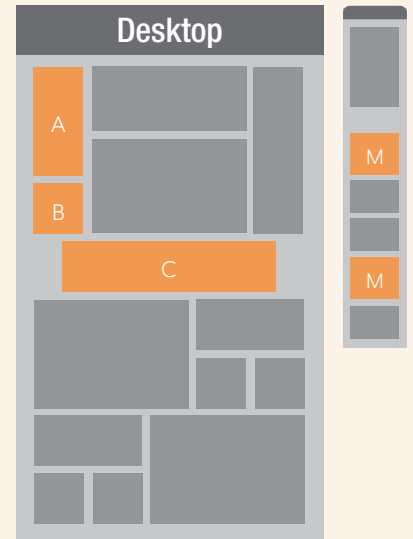
Desktop version:
W: 300 x H: 600 px.
Mobile version:
W: 300 x H: 250 px.

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.



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

Dyrlægens Podcast

DYRLÆGEN has launched its own podcast universe called 'Dyrlægens Podcast'. The podcast covers a wide range of topics within the veterinary world – and thereby keeps the listeners updated on the latest trends and developments in the veterinary industry as such in a listenable format.

Later on, it is our intention to expand the podcast to also include topics aimed at pet owners.

Dyrlægens Podcast is available at dyr-laegen.nu and the usual podcast channels – for example Spotify.

Do you want to be a sponsor of a series or of an episode in the podcast?

Each broadcast or series can be sponsored by external parties – e.g. clinics, referral clinics, suppliers, pharmaceutical companies, insurance companies et cetera.

Therefore, if you have a topic you want to shed light on in the podcast, you are very welcome to contact us.

JJ Kommunikation is responsible for the entire production with recordings in a professional recording studio facilitated by a journalistic host in order to ensure a uniform branding of the podcast, in that the content is adapted to the sponsor's wishes and target group.

Contact Jan B. Jensen on +45 4659 0550 or at jj@jjkommunikation.dk for more info.



Podcast #1 – duration up to 25 minutes

Sponsorship of podcast #1:
The sponsor is profiled by mentioning the name 3 times: 'This podcast is sponsored by...' in the introduction, in a jingle midway through, as well as at the end of the broadcast.

DKK 11,995

Podcast #2 – duration 25-45 minutes

Sponsorship of podcast #2:
The sponsor is profiled by mentioning the name 3 times: 'This podcast is sponsored by...' in the introduction, in a jingle midway through, as well as at the end of the broadcast.

14.995 kr.

Job ad at Dyr-laegen.nu

Your job ad at Dyr-laegen.nu is to be viewed by up to 1,300 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 more than 2,000 followers.

In 2025, 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 Word format. 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.

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 2025 insurance summary, your insurances are visible for both influencers as well as decision makers in the purchasing process.

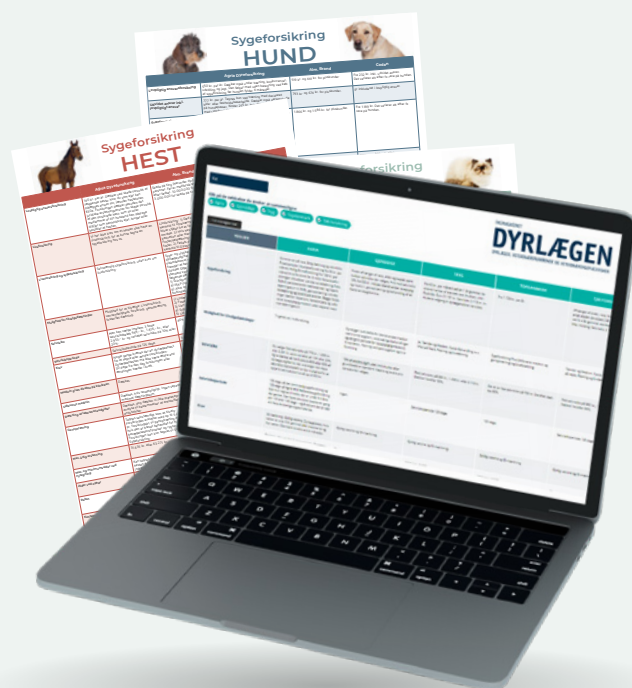
As something new, users can now easily compare prices and coverages across companies online at Dyr-laegen.nu.

- 1 animal species: **DKK 3,800**
- 2 animal species: **DKK 5,300**
- 3 animal species: **DKK 6,800**
- 4 animal species: **DKK 8,300**

Material info

Please forward your Excel sheet at the latest of January 6, 2025, at materiale@jjkommunikation.dk.

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



Newsletter banner ad

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

Top banner

600 x 120 px.

- 1 newsletter: **DKK 1,995**
 - 3 newsletters: **DKK 5,385**
 - 6 newsletters: **DKK 10,170**
- Size 500 kb.

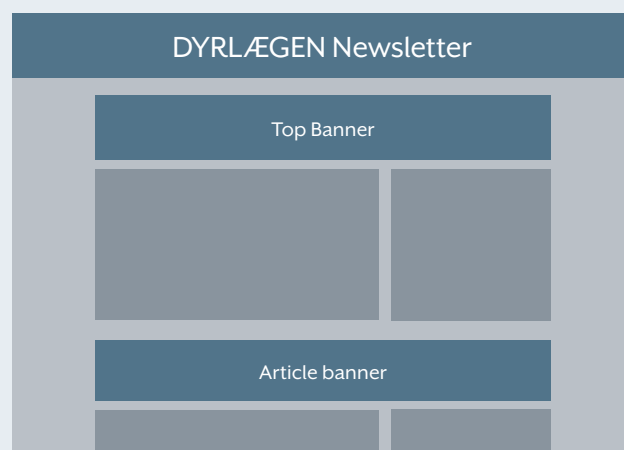
Article banner

600x120 px.

- 1 newsletter: **DKK 1,595**
 - 3 newsletters: **DKK 4,305**
 - 6 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.



All prices are excl. VAT and based on delivery of final advertising material.

Advertorials at Dyrlaegen.nu

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

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

Advertorial at Dyrlaegen.nu *
 (maximum 2,500 characters):
 *Online for 1 year or by agreement.

DKK 16,995

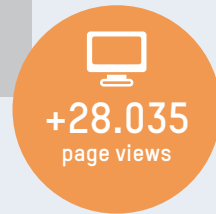
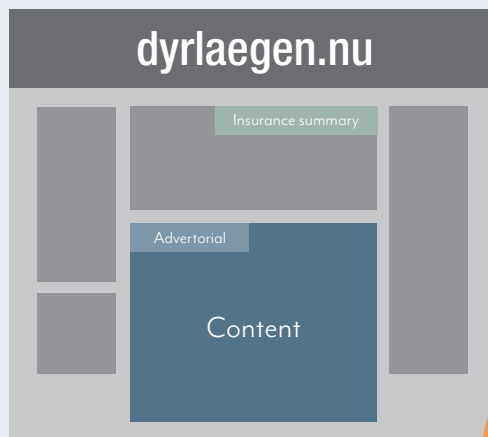
Additional purchase

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 6,759



Material info

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

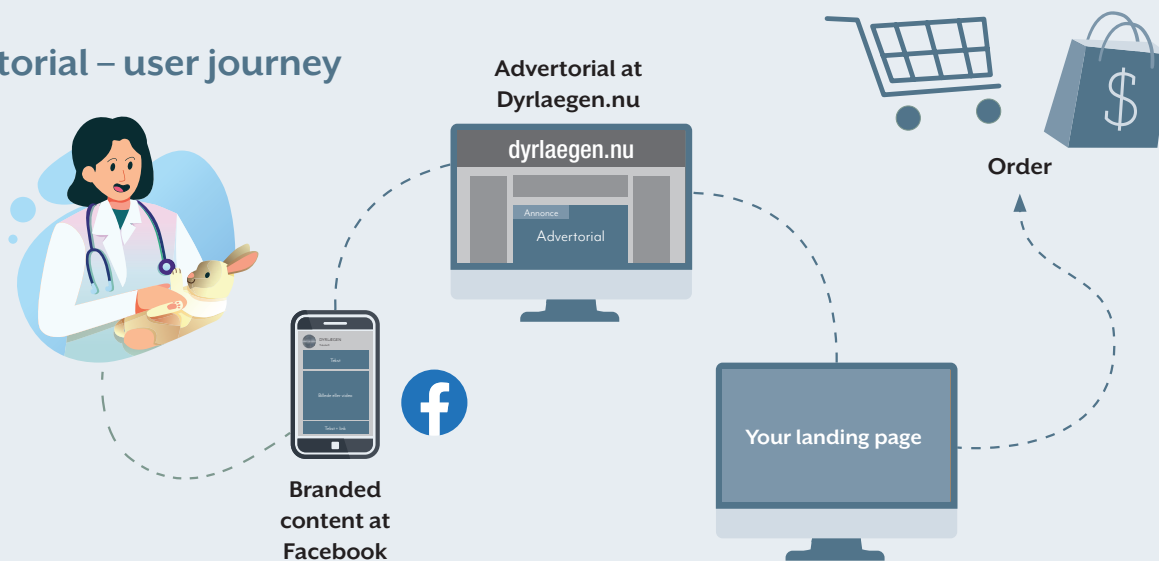
One to three pictures
 (minimum 1,200 x 628 px.)

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 Dyrlaegen.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 – 3 organic postings:

FOR FREE*

*By purchase of an advertorial.

Material info

1-3 pictures, videos, or GIFs
 (minimum 1,200 x 628 px.)

