



# Laboratoriet

## LABORATORIET

The journal Laboratoriet is published by the Institute of Biomedical Laboratory Science (IBL) and it is Sweden's leading journal covering laboratory diagnostics. With an advertisement in Laboratoriet you will reach biomedical scientists who have the primary responsibility for the technical work at the medical laboratories throughout the country.

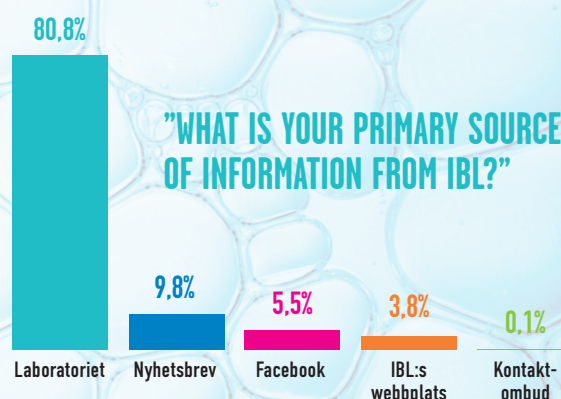
The majority of our members work in hospital laboratories, however many of our readers are also to

be found in veterinary medicine, pharmaceutical industry and universities, including students. Laboratoriet's readers also include executives within laboratory medicine and clinical physiology.

The journal covers all branches of laboratory diagnostics, including clinical chemistry/hematology, transfusion medicine, microbiology, histopathology/cytology, physiology, molecular biology, genetics and immunology



**"DO YOU USUALLY READ LABORATORIET?"**



## LABORATORIET — THE BEST WAY TO REACH IBL MEMBERS

Late 2018, IBL made a survey among working members. More than 900 biomedical laboratory scientists participated in the survey and most of them answered that they usually read Laboratoriet, and that it is their primary source of information from IBL..



## WITH AN AD IN LABORATORIET YOU WILL REACH SWEDEN'S BIOMEDICAL LABORATORY SCIENTISTS.

**CIRCULATION:** 4 000 Copies

**ISSUES:** 5 /year

**NUMBER OF PAGES:** 36

**DISCOUNT:** 10% when reserving 3-4

ads, 20% when reserving 5 ads or

more. 50% on all job postings.

### TECHNICAL SPECIFICATION

**Text & fonts** Please ensure all fonts are created to outline. Fonts that are not converted may result in a flight fuzziness when printed.

**Resolution & ICC-profile** The ad and all included images should be at least 300dpi. The magazine is printed in CMYK

**Dimensions & bleed** Full page ads and spreads should be delivered with a 5mm bleedsetting but without cropmarks. All other ads can be without both cropmarks and bleed.

**Delivery** Please deliver the ad as a PDF by e-mail, no later than the set delivery date for the issue.  
To: [laboratoriet@ibl-inst.se](mailto:laboratoriet@ibl-inst.se)

**Placement** If you have any special requests for placement of your ad in the magazine please let us know ([laboratoriet@ibl-inst.se](mailto:laboratoriet@ibl-inst.se)). An extra 10% will be charged on top of the ad prices. If you have any special format requests please ask us for estimates.

**Help with your ad?** Please contact us at [laboratoriet@ibl-inst.se](mailto:laboratoriet@ibl-inst.se) for recommendations.

### PRICE LIST (no VAT added)

Spread (404 x 267 mm + 5 mm)	23 000 SEK
Centerfold (404 x 267 mm + 5 mm)	26 000 SEK
Full page (202 x 267 mm + 5 mm)	16 000 SEK
Full page 2/page (202 x 267 mm + 5 mm)	18 000 SEK
Back page (202 x 237 mm + 5 mm)	20 000 SEK
Half page (167 x 113 mm)	12 000 SEK
Tower (53 x 232 mm)	10 000 SEK
One column 1/2 (53 x 112 mm)	7 000 SEK
One column 1/4 (53 x 56 mm)	5 000 SEK
Two columns 1/4 (110 x 56 mm)	7 000 SEK
Two columns 1/2 (110 x 113 mm)	10 000 SEK
Three columns 1/4 (167 x 56 mm)	9 000 SEK

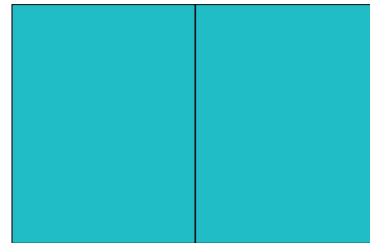
### Discount

When reserving 3-4 ads (10 %), 5 ads or more (20 %).

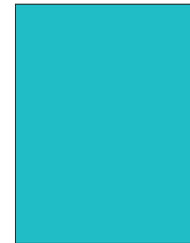
**Job postings** 50% discount on all job posting ads. Advertising on the web is included in the price.

### CONTACT

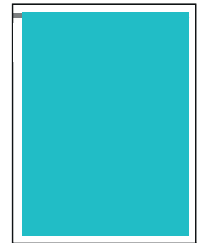
E-mail: [laboratoriet@ibl-inst.se](mailto:laboratoriet@ibl-inst.se)  
Phone: 08 - 24 01 30



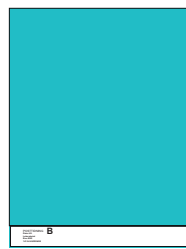
Spread (bleed)  
404 x 267 mm (+5 mm)



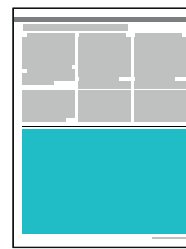
Full page (bleed)  
202 x 267 mm (+5 mm)



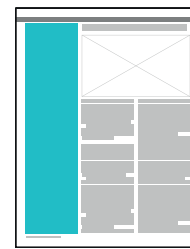
Full page  
167 x 232 mm



Back page  
202 x 237 mm (+5 mm)



Half page  
167 x 113 mm



Tower  
53 x 232 mm



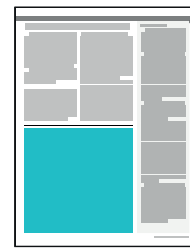
One column (half)  
53 x 113 mm



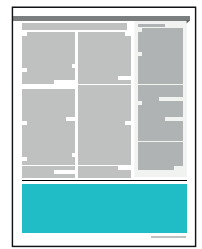
One column 1/4  
53 x 56 mm



Two columns 1/4  
110 x 56 mm



two columns 1/2  
110 x 113 mm



Three columns 1/4  
167 x 56 mm



825 px – 250 px

222 px  
–  
243 px

540 px – 250 px

250 px  
–  
250 px

Issue	Reservation	Delivery	Publishing date
#1	20 january	30 january	14 february
#2	10 march	17 march	4 april
#3	12 may	22 may	12 june
#4	25 august	5 september	20 september
#5	10 november	17 november	5 december