

Communicate with 243 000 decision makers in Swedish healthcare and welfare

Vitalis' official Event Magazine is produced by the very own editorial staff of Dagens Samhälle and Dagens Medicin. Advertising here is therefore a unique opportunity for exhibitors and partners to communicate with 243 000* regional and municipal decision makers as well as high ranking doctors.

The magazine will be filled with news and stories about eHealth and healthcare possibilities created in Sweden thanks to digitalization. The magazine also features a complete conference programme for the event, including 200 lectures, a map to guide visitors, and a complete list of partners and exhibitors.



The magazine offers you who participate in the event a unique opportunity to reach decision makers in the business; from doctors and other caretakers to politicians and administrative executives. By telling them what you have to offer at Vitalis, you attract more visitors to your stand.

* Source: Kantar Sifo Orvesto 2024. Reach is based on average week and one insertion in the paper.

Examples of content:

- Conference programme
- Event map
- List of exhibitors
- Healthcare business news
- Feature stories
- Interviews
- Communication by exhibitors and partners

Do you want us to write about you?

Ask us about our Native - Package

Distribution in Dagens Samhälle and Dagens Medicin



Dagens Samhälle

The magazine for decision makers within the Swedish public sector.

Dagens Medicin

The leading newspaper for Swedish Healthcare.

Facts

Distribution: Dagens Samhälle, Dagens Medicin, SJ high-speed trains, BRA airport gates and at the event.

Format: Tabloid

Circulation: 60,000 copies

Pages: 24-32

Deadline advertising:

Bookings: March 10th

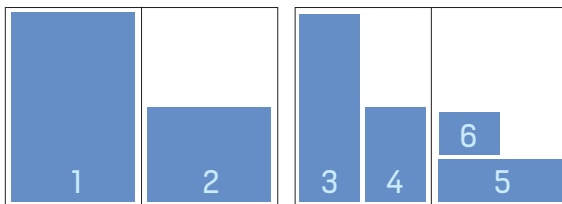
Distribution dates:

Dagens Samhälle: March 26th

Dagens Medicin: March 25th

Prices and formats

FORMAT	WIDTH X HEIGHT	PRICE (SEK)
Full spread	522x372 mm	79 000 kr
1. Full page	251 x 372 mm	52 000 kr
2. 1/2 page	251 x 178 mm	33 000 kr
3. 1/2 page	98 x 360 mm	29 000 kr
4. 1/4 page	98 x 178 mm	14 200 kr
5. 1/4 page	251 x 88 mm	16 200 kr
6. 1/8 page	98 x 88 mm	9 720 kr



Native – we write stories about the exhibitors!

An editor from Dagens Samhälle will lead the work and create a story together with you. It will be published on the home page of Dagens Samhälle and Vitalis, as well as in newsletters and via advertising on Facebook. The Facebook target group is dominated by readers and followers of Dagens Samhälle. We will also print the story on a full or half page in the official event magazine.

Native Advertising prices:

- Digital package plus half page print: 42 000 SEK
- Digital package plus full page print: 58 000 SEK