

Suomen Lääkärilehti

FINLANDS LÄKARTIDNING
WWW.LAAKARILEHTI.FI

More readers than
any other Finnish
medical journal



- > Held in high esteem – published by the Finnish Medical Association
- > Best Finnish medical journal for maintaining professional skills
- > Best content relevant to medical practitioners



Suomen Lääkärilehti reaches Finnish doctors, medical students, healthcare decision-makers and professionals.



all specialist fields of medicine. The medical articles deal with diagnostics, treatment, rehabilitation and other practical aspects of the medical profession. Medical and healthcare research and review articles undergo external quality appraisal.

Besides the articles, the journal includes the following regular columns on medicine:

Medicine the world over
Pharmaceuticals info
Thesis summaries
How you would treat
Healthy living
Emergency room cases
Travel and the doctor

Material on healthcare comprises research reports and other editorial material, interviews, reports on meetings and travel reports. Material on medical education is of a similar nature. There is also a section for trade union activities of the Finnish Medical Association (FMA) beginning with an article written by the chairman or a board member.

Other regular columns include:

Patient Injury Board decisions
Technology and the doctor
Miscellaneous columns
Ethics
Bygone days
Quiz
Book reviews and membership issues

The journal also includes Personal View and Discussion sections, the FMA Board's column and the Chairman's column.

The Finnish Medical Association also publishes various booklets and guides, an annual training calendar, publications related to medical congresses and, every five years, a biographical register of licensed practitioners in Finland.

Circulation and distribution

The print run is 27,100. A free copy is sent to all doctors and medical students who are members of the Finnish Medical Association. Subscribers include healthcare administrators, libraries and private individuals.

The readership structure is as follows:

- doctors 69%
- medical students 16%

- other healthcare professionals 3% (pharmacy staff, nurses, chemists, physicists, pharmacists, midwives)
- complimentary copies 4% (for example university and hospital libraries, the media, members of parliament)
- other subscribers 8%

Nearly half of the doctors are employed by hospitals and a quarter by healthcare centres. The rest are private practitioners, occupational health doctors, teachers, researchers or in various administrative, office and organizational duties.

Readership surveys

The Finnish Medical Association's members have the magazine delivered to their homes, which ensures that the publication also functions well as an advertising medium. A large part of the medical profession is involved either directly as a decision-maker or indirectly in healthcare purchasing decisions concerning pharmaceuticals, hospital equipment and supplies, prostheses, aids, instruments and other equipment.

The most recent readership survey on Suomen Lääkärilehti was carried out in September 2005. It again showed that the journal is read from cover to cover and highly appreciated by its readers.

Readership opinion can be summed up as follows:

- Suomen Lääkärilehti is the best medical journal for maintaining professional skills, providing more practical information than any other journal in the field.
- Suomen Lääkärilehti has more readers than any other medical journal in Finland. The journal is read from cover to cover more than any other journal in the field.
- According to the doctors, the best aspect of Suomen Lääkärilehti is that it is reliable and that it monitors the development of medicine and healthcare.

Subscription rates for 2008

Finland and other Nordic countries	€ 170 for 12 months € 95 for 6 months
Other countries	€ 210 for 12 months € 120 for 6 months
Single issue	€ 6.50

Suomen Lääkärilehti is the leading professional journal aimed at doctors in Finland. The journal is published by the Finnish Medical Association, the professional organization for doctors with a membership of over 90% of all doctors registered in Finland. The total number of members is 21,503 (September 1, 2007) including 1,534 student members. Apart from doctors, the readership of the journal includes other healthcare personnel, pharmacy staff, staff of companies in the healthcare field and future doctors, i.e. medical students.

Purpose of the journal

Suomen Lääkärilehti disseminates new medical information, and functions as an expert journal as well as one for continuing education for doctors. It monitors trends in healthcare and healthcare policy. As a membership journal, it also functions as a medium for professional discussion and other information needed by doctors.

Content

The journal publishes articles and columns on medicine, healthcare, medical education and the activities of professional organizations.

The first pages of the journal contain topical news on healthcare and medicine.

The journal publishes one or more editorials on a medical topic and articles on

The leading medium for healthcare and nursing in Finland

1. Contact information

Publisher: The Finnish Medical Association (FMA)
Address: Mäkelänkatu 2
 00500 Helsinki
 P.O. BOX 49, 00501 Helsinki
Tel: + 358 9 393 091
Fax: + 358 9 3930 795
Editor-in-chief: Taito Pekkarinen
Medical editor-in-chief: Päivi Hietanen
Managing editor: Esa Ilmolahti

2. Advertisement sales

Prescription product advertisements:
 Advertisement manager
 Riitta Ripatti
 Tel: + 358 9 3930 714, fax: + 358 9 3930 802
 riitta.ripatti@fimnet.fi
 Sales manager Jarno Heikkilä
 Tel: + 358 40 7701 604
 jarno.heikkila@fimnet.fi
Other product advertisements:
 Activeworking Oy
 Tarja Pursiainen, tel: + 358 9 7269 1501
 Tuija Vuori-Listov, tel: + 358 9 2243 1903
 Fax: + 358 9 2243 1901
 firstname.lastname@activeworking.fi

3. Circulation

Print run: 27,100
Conference and grant advertisements:
 Matilda Bergström
 Tel: + 358 9 3930 854, fax: + 358 9 3930 795
 matilda.bergstrom@fimnet.fi

4. Technical details

Printing method: Offset
Paper: Stora Enso MFC
Page size: 210 x 280 mm
Binding: adhesive binding
Printers: PunaMusta Oy
 Kosti Aaltosen tie 9
 P.O. Box 99, 80141 Joensuu
 Tel: + 358 13 255 200
 Fax: + 358 13 2552 550
Page production: A5 Plate Media Oy
 Possilankatu 22, 33400 Tampere
 Tel: + 358 3 2715 222
 Fax: + 358 3 2715 200
Contact person: Miia Granath
 Tel: + 358 3 2715 210
 Fax: + 358 3 2715 200

5. Product advertisements

Advertisement sizes and rates

1/2 spread 4-colour € 4,150 b/w € 3,250 420 x 120 mm (with margins)	1/1 p. 4-colour € 3,500 b/w € 2,600 210 x 280 mm (with margins)	1/1 p. 4-colour € 3,500 b/w € 2,600 165 x 240 mm (printed area)
1/2 p. 4-colour € 2,550 b/w € 1,650 165 x 117 mm	1/2 p. 4-colour € 2,550 b/w € 1,650 80 x 240 mm	1/3 p. 4-colour € 2,100 b/w € 1,200 165 x 75 mm
1/4 p. 4-colour € 1,850 b/w € 950 80 x 117 mm	1/4 p. 4-colour € 1,850 b/w € 950 40 x 240 mm	1/3 p. 4-colour € 2,100 b/w € 1,200 52 x 240 mm

Charge for colour per colour € 300
 Charge for specific location +10%

6. Delivery of material

Material requirements:

- PDF files CMYK, resolution 2,400 dpi
- pictures CMYK, resolution 300–600 dpi
- a separate fee is charged for PDF files and other files and material not delivered in the form specified above
- for more detailed instructions see www.a5.fi or phone Miia Granath, tel: + 358 3 2715 210

Submission of material:

- product advertisements: repro@a5.fi
- situations vacant via email to Lääkärilehti: virat.laakarilehti@sun.fimnet.fi

For more detailed information on data transfer and material requirements contact:
 Lea Kärkkäinen, tel. + 358 3 2715 231

Further material information for advertisement sales:

A new copy of the advertising material must always be sent, even in cases where only small changes have been made to the old material. Fax Riitta Ripatti at + 358 9 3930 802 or send e-mail with pdf-attachment to riitta.ripatti@fimnet.fi

7. Inserts

Inserts:

- tip-in, 1/1 p., uncut 220 x 315 mm
- loose min. 90 x 148 mm max. 200 x 270 mm
- gummed min. 60 x 100 mm max. 170 x 240 mm
- 2-page € 4,150
- 4-page € 8,300

Inserts for special fields, areas or target groups agreed in advance, 2-page:

- under 500 copies € 950
- under 1,000 copies € 1,550
- under 2,500 copies € 2,100
- under 5,000 copies € 2,650

Net prices of inserts.

Inserts should be marked **Final Processing / Jälkikäsittely** and sent directly to the printers on the Monday prior to the publishing date. **Lääkärilehti** and the **number** of the issue must also be marked on the package.

A **copy** of the inserts must always be sent to: Suomen Lääkärilehti, Riitta Ripatti, P.O. Box 49, 00501 Helsinki.

The advertiser is responsible for any errors due to delayed receipt of material.

8. Publishing schedule for 2008

No.	Publication date	Product adverts	
		Space reservation	Copy date
1–2	Jan 11	Jan 2	Jan 4
3	Jan 18	Jan 7	Jan 11
4	Jan 25	Jan 14	Jan 18
5	Feb 1	Jan 21	Jan 25
6*	Feb 8	Jan 28	Feb 1
7*	Feb 15	Feb 4	Feb 8
8	Feb 22	Feb 11	Feb 15
9	Feb 29	Feb 18	Feb 22
10	March 7	Feb 25	Feb 29
11	March 14	March 3	March 7
12–13	March 28	March 17	March 20
14	Apr 4	March 19	March 28
15	Apr 11	March 31	Apr 4
16	Apr 18	Apr 7	Apr 11
17*	Apr 25	Apr 14	Apr 18
18–19*	May 9	Apr 28	May 2
20	May 16	May 5	May 9
21	May 23	May 12	May 16
22	May 30	May 19	May 23
23	June 6	May 26	May 30
24	June 13	June 2	June 6
25–26	June 27	June 16	June 19
27–31	Aug 1	July 21	July 25
32	Aug 8	July 28	Aug 1
33	Aug 15	Aug 4	Aug 8
34	Aug 22	Aug 11	Aug 15
35	Aug 29	Aug 18	Aug 22
36	Sept 5	Aug 25	Aug 29
37	Sept 12	Sept 1	Sept 5
38	Sept 19	Sept 8	Sept 12
39	Sept 26	Sept 15	Sept 19
40	Oct 3	Sept 22	Sept 26
41	Oct 10	Sept 29	Oct 3
42	Oct 17	Oct 6	Oct 10
43	Oct 24	Oct 13	Oct 17
44	Oct 31	Oct 20	Oct 24
45*	Nov 7	Oct 27	Oct 31
46*	Nov 14	Nov 3	Nov 7
47	Nov 21	Nov 10	Nov 14
48	Nov 28	Nov 17	Nov 21
49	Dec 5	Nov 24	Nov 28
50	Dec 12	Dec 1	Dec 5
51–52	Dec 19	Dec 8	Dec 12

* Advertisement competition issue

9. Situations vacant

Space reservations and material for situations vacant must be received by the editor by the **Thursday of the previous week**.
 Advertisements may be sent by e-mail:
 1. as a text file, in which case the layout is done at the editorial office; attach logo or picture as a separate image file.

2. as a PDF file (cf. material requirements in section 6). Send a copy of the advertisement e.g. by telefax.

E-mail:
 virat.laakarilehti@sun.fimnet.fi
 Fax + 358 9 3930 795
 Silja Manninen, tel. + 358 9 3930 813
 Suvi Haapaniemi, tel. + 358 9 3930 753

Advertisement sizes and rates

1/1 p. b/w € 2,300 175 x 245 mm	3/4 p. b/w € 1,830 175 x 178 mm	1/2 p. b/w € 1,200 175 x 120 mm	1/2 p. b/w € 1,200 86 x 245 mm
3/8 p. b/w € 910 86 x 178 mm	1/4 p. b/w € 600 175 x 58 mm	1/4 p. b/w € 600 86 x 120 mm	1/8 p. b/w € 310 86 x 58 mm

Other classified advertisements:
 – members € 2.60 per column mm
 – others € 3.70 per column mm
 – locum post max. 6 mths: € 56

Multicolour charge € 300, does not apply to coat of arms or logo

1 col. b/w € 2.60 per column mm Column width 40 mm

10. Payment details

If the bill payer requires an acquisition number, order number or any other similar number to be marked on the invoice, advertisement sales must be notified by the advertisement submission deadline.

11. Payment

Payments should be made to:
 The Finnish Medical Association
 Bank details: Nordea Bank
 157430-1808

12. Cancellation of advertisements

Cancellations of advertisements must be made by the space reservation deadline. If advertisements are cancelled after this date, we will charge 20% of the price of the advertisement space to cover the costs incurred.

13. Claims

Any claims must be made within eight days after the date of publication.