

# LÄÄKÄRILEHTI

SUOMEN LÄÄKÄRILEHTI  
FINLANDS LÄKARTIDNING  
FINNISH MEDICAL JOURNAL  
WWW.LAAKARILEHTI.FI

The most read professional medical magazine

- Helps to maintain professional skills
- Versatile content
- Inclusive distribution
- The most read medical journal

## Media card 2010

*“The Finnish Medical Journal is the most important source for maintaining professional skills. Among medical publications it offers the best content relevant to work.”*



[www.laakarilehti.fi](http://www.laakarilehti.fi)

# The leading medium

## – when doctors are your target group –

### Contact information

#### Publisher

Suomen Lääkäriliitto  
– The Finnish Medical Association  
Mäkelänkatu 2  
00500 Helsinki  
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tel. +358 9 393 091  
fax +358 9 3930 795

#### Editor-in-chief

Hannu Ollikainen

#### Medical editor-in-chief

Päivi Hietanen

#### Managing editor

Esa Ilmolahti

### Distribution

Print run: 27 900

### Advertisement

*Advertisement assistant Riitta Haapanen*  
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*Marketing Communications  
Kristiina Olmiala-Szép*  
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#### Prescription drugs

*Sales manager Jarno Heikkilä*  
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#### Other products

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tel. +358 400 392 660  
kimmo.korpjaakko@inmind.fi

*Maarit Pietiläinen*  
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#### Situations vacant

*Silja Manninen*  
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*Suvi Haapaniemi*  
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#### Conferences and grants

*Tuula Kakko*  
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fax (09) 3930 795  
tuula.kakko@fimnet.fi

### Delivery of materials

#### Material requirements

- PDF files CMYK resolution 2 400 dpi
- pictures CMYK, resolution 300 - 600 dpi
- other forms: separate fee applies
- for more detailed instructions: [www.a5.fi](http://www.a5.fi)

#### Submission of material, product advertisements

**A5 Plate Media Oy**  
Possilankatu 22, 33400 Tampere  
repro@a5.fi

Contact person:  
*Lea Kärkkäinen*  
lea@a5.fi tai  
lea.karkkainen@punamusta.com  
tel. +358 9 40 5182 859

#### Submission of material, situations vacant

virat.laakarilehti@sun.fimnet.fi  
fax +358 9 3930 795

#### Copy of the latest material

A copy of new advertising material must always be sent, even when changes are small, to advertisement assistant Riitta Haapanen, either by e-mail or fax.

#### Cancellation of advertisements

Cancellations must be made by the space reservation deadline.

### Inserts

#### Inserts

##### Tip-in

- min. 148 x 210 mm
- max. 210 x 280 mm
- Paper in 2-page inserts 150 - 250 g/m<sup>2</sup>

##### Loose

- min. 105 x 148 mm
- max. 190 x 260 mm
- Paper in 2-page inserts: min. size 170 g/m<sup>2</sup>, A5 < 150 g/m<sup>2</sup>

##### Gummed

- min. 60 x 80 mm
- max. 170 x 260 mm
- Paper in 2-page inserts: min. size 170 g/m<sup>2</sup>, A5 < 150 - 250 g/m<sup>2</sup>

For all other insert sizes consult the printing house first.

#### Prices

- 2-page 4 150 €
- 4-page 6 700 €

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

- under 500 copies 1 250 €
- under 1 000 copies 1 850 €
- under 2 500 copies 2 400 €
- under 5 000 copies 3 250 €

Net prices.

#### Delivery of inserts

Printed inserts should be delivered to the printer no later than the Monday prior to the date of publication:

**PunaMusta Oy**  
Jälkikäsitelly  
Kosti Aaltosen tie 9  
80140 JOENSUU

A copy of inserts must always be sent to:

**Suomen Lääkärilehti**  
Riitta Haapanen, PL 49,  
00501 Helsinki.

#### Insert deliveries must be marked with:

- Lääkärilehti and the number of the issue
- The number of inserts delivered
- If in the same delivery there are inserts to different numbers, they must all be marked
- Possible different versions must be clearly marked and separated
- Copies not required are destroyed after binding, if not agreed otherwise.

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### Payment details

If the payee requires an acquisition number, order number or any other similar reference to be marked on the invoice, Advertisement Sales must be notified by the advertisement submission deadline.

### Claims

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

### Technical details

**Printing method:** Offset  
**Paper:** TerraPress Matt 57 g  
**Page size:** 210 x 280 mm  
**Binding:** adhesive binding

**Printers:**  
**PunaMusta Oy**  
Kosti Aaltosen tie 9, PL 99  
80141 Joensuu  
tel. +358 13 255 200  
fax +358 13 2552 550

## Product advertisements

### 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  
(print area)



**1/2 p.**  
4-colour 2 550 €  
b/w 1 650 €  
170 x 117 mm



**1/2 p.**  
4-colour 2 550 €  
b/w 1 650 €  
80 x 235 mm



**1/3 p.**  
4-colour 2 100 €  
b/w 1 200 €  
170 x 75 mm



**1/3 p.**  
4-colour 2 100 €  
b/w 1 200 €  
52 x 235 mm



**1/4 p.**  
4-colour 1 850 €  
b/w 950 €  
80 x 115 mm



**1/4 p.**  
4-colour 1 850 €  
b/w 950 €  
40 x 235 mm

Charge for extra colour: 300€ / colour  
Charge for specific location + 10 %

## Situations vacant

### 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



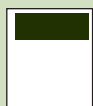
**1/2 p.**  
b/w 1 200 €  
175 x 120 mm



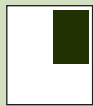
**1/2 p.**  
b/w 1 200 €  
86 x 245 mm



**3/8 p.**  
b/w 910 €  
86 x 178



**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



**1-column**  
b/w 2,60 € / pmm  
Palstan leveys 40 mm

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

Other classified advertisements:  
members 2.60 € / per column mm  
others 3.70 € per column mm  
locum post max: 6 moths 56 €

**Space reservations and material for situations vacant must be received by the editor by the Thursday of the previous week.** Material can be sent by e-mail as a PDF file (cf. Material requirements) or as text file with separate image file attached, in which case the layout is done at the editorial office.

## Publishing schedule for 2010

No.	Publication date	Materials date	Reservation date
1–2	15.1.	8.1.	4.1.
3	22.1.	15.1.	11.1.
4	29.1.	22.1.	18.1.
5*	5.2.	29.1.	25.1.
6*	12.2.	5.2.	1.2.
7	19.2.	12.2.	8.2.
8 <small>Anniversary issue</small>	26.2.	19.2.	15.2.
9	5.3.	26.2.	22.2.
10	12.3.	5.3.	1.3.
11	19.3.	12.3.	8.3.
12	26.3.	19.3.	15.3.
13–14	9.4.	31.3.	29.3.
15	16.4.	9.4.	6.4.
*16	23.4.	16.4.	12.4.
*17	30.4.	23.4.	19.4.
18	7.5.	30.4.	26.4.
19	14.5.	5.5.	3.5.
20	21.5.	14.5.	10.5.
21	28.5.	21.5.	17.5.
22	4.6.	28.5.	24.5.
23	11.6.	4.6.	31.5.
24	18.6.	11.6.	7.6.
25 <small>Kesänro</small>	24.6.	18.6.	14.6.
26–31	6.8.	30.7.	26.7.
32	13.8.	6.8.	2.8.
33	20.8.	13.8.	9.8.
34	27.8.	20.8.	16.8.
35	3.9.	27.8.	23.8.
36	10.9.	3.9.	30.8.
37	17.9.	10.9.	6.9.
38	24.9.	17.9.	13.9.
39	1.10.	24.9.	20.9.
40	8.10.	1.10.	27.9.
41	15.10.	8.10.	4.10.
42	22.10.	15.10.	11.10.
43	29.10.	22.10.	18.10.
44*	5.11.	29.10.	25.10.
45*	12.11.	5.11.	1.11.
46	19.11.	12.11.	8.11.
47	26.11.	19.11.	15.11.
48	3.12.	26.11.	22.11.
49	10.12.	3.12.	29.11.
50–52	17.12.	10.12.	7.12.

\*Stetari advertisement competition issue



## Suomen Lääkärilehti - The leading medium for doctors

*Suomen Lääkärilehti is the leading professional journal aimed at doctors in Finland. The journal is published by the Finnish Medical Association. The publication reaches both doctors and medical students as well as other healthcare professionals and decision makers.*

### **Help in profession**

Suomen Lääkärilehti supports the skills needed in the medical profession. Published almost every week the journal deals with new medical information and news related to healthcare. The journal actively follows healthcare politics and acts as a discussion forum and member service for doctors.

### **Versatile content**

The content includes one or more medical editorials and articles from all specialist fields in medicine. The content deals with diagnostics, care and rehabilitation and other topics related to practical work. Medical and healthcare research and review articles undergo external quality appraisal.

### **Regular columns**

- Trends
- In Medicine
- On duty
- Membership
- Medicine the world over

### **Lääkärilehti in Internet**

The journal has its own web site: [www.laakarilehti.fi](http://www.laakarilehti.fi) and a weekly e-mail newsletter.

### **Broad circulation**

The print run of the journal is 27 900. A free membership copy is delivered to doctors and medical students to their home address. In addition, the journal is subscribed to by healthcare administrators and libraries.

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, prosthetic aids, instruments and other equipment. High income levels also makes doctors an interesting market sector as consumers.

### **The leading medium**

As shown by reader studies Suomen Lääkärilehti is the most widely read professional journal and is a highly appreciated publication. 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 is reviewed more than other journals in the field. Every reader orientates oneself to it.
- According to doctors, the best aspect of Suomen Lääkärilehti is its reliability and active monitoring of developments in medicine and healthcare.

### **Subscription rates**

Finland, the Nordic countries	<b>192 €</b>
Other countries	<b>230 €</b>