

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 2012

“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

The Leading Media

– when doctors are your target group –

Contacts

Publisher

Suomen Lääkäriliitto
– The Finnish Medical Association
Mäkelänkatu 2
00500 Helsinki
PL 49, 00501 Helsinki
tel. +358 9 393 091
fax +358 9 3930 802

Editor-in-chief

Hannu Ollikainen

Medical editor-in-chief

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Managing editor

Esa Ilmolahti

Print run

28 000

ADS

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riitta.haapanen@fimnet.fi

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Note:
Material date
is Thursday

Submission of materials

Material requirements

- PDF files CMYK high resolution
- pictures CMYK, resolution 300 dpi
- other forms: separate fee applies

Submission of material, product advertisements

lea.karkkainen@punamusta.com
riitta.haapanen@fimnet.fi

Contact:

Lea Kärkkäinen
lea.karkkainen@punamusta.com
tel: +358 10 2308 494

Submission of material, situations vacant

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

Copy of the latest materia

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 ad space reservation deadline.

Inserts

Tip-in

- min. 148 x 210 mm
- max. 210 x 280 mm
- Paper in 2-page inserts 150 - 250 g/m²

Loose

- min 105 x 148 mm
- max 190 x 260 mm
- Paper in 2-page inserts: min. size 170 g/m², A5 < 150 g/m²

Gummed

- min 60 x 80 mm
- max 170 x 260 mm
- Paper in 2-page inserts: min. size 170 g/m², A5 < 150 - 250 g/m

For all other insert sizes consult first the printing house.

Sample bags must be arranged in the same way, rows and layers separated by cardboard and boxed.

Abnormal inserts must be approved by printing house in advance.

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 printing house no later than the Friday prior to the date of publication:

PunaMusta Oy
Jälkikäsitteily
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.

Billing

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

Reclamations

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

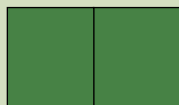
Technical information

Printing method: Offset rotation
Paper: MultiArt Silk 150 g
Paper size: 210 x 280 mm
Binding: adhesive binding

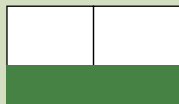
Printing house:
PunaMusta Oy
Kosti Aaltosen tie 9, PL 99
80141 Joensuu
tel. +358 10 230 8400
fax +358 10 230 8489

Product advertisements

Sizes and rates VAT 23 % added.



2/1 spread
Ask for price
420 x 280 mm
(with margins)



1/2 spread
4-colour 4 150 €
b/w 3 250 €
420 x 120 mm
(with margins)



1/1 s.
4-colour 3 500 €
b/w 2 600 €
210 x 280 mm
(with margins)



or
165 x 240 mm
(print area)



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



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



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



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



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



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

Front cover:

210 x 185 mm and the attached
product info slice to second
Table of contents page
45 x 245 mm

Back cover:

Charge for specific location +10 %

Situations vacant

Sizes and rates No VAT added.



1/1 s.
b/w 2 300 €
175 x 245 mm



3/4 s.
b/w 1 830 €
175 x 178 mm



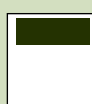
1/2 s.
b/w 1 200 €
175 x 120 mm



1/2 s.
b/w 1 200 €
86 x 245 mm



3/8 s.
b/w 910 €
86 x 178



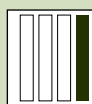
1/4 s.
b/w 600 €
175 x 58 mm



1/4 s.
b/w 600 €
86 x 120 mm



1/8 s.
b/w 310 €
86 x 58 mm



1-p.
b/w 2,60 €/ pmm
column width 40 mm

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

Other classified ads:
members: 2,60 € / mm
others: 3,70 € / mm
locum post max 6 months: 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 PDF attached (cf. Material
requirements) or as a text file with separate
image file attached, in which case the layout is
done at the editorial office

virat.laakarilehti@sun.fimnet.fi

Situations vacant

Silja Manninen
tel. +358 9 3930 813
silja.manninen@fimnet.fi

Suvi Haapaniemi
tel. +358 9 3930 753
suvi.haapaniemi@fimnet.fi

Education, conferences and grants

Apurahat.laakarilehti@sun.fimnet.fi
Suvi Haapaniemi tel. +358 9 3930 753
suvi.haapaniemi@fimnet.fi

Tuula Kakko tel. +358 9 3930 749
tuula.kakko@fimnet.fi

You can place an ad concerning education or
grant by the price of situations vacant ads.
Row-ads remain free of charge.

Reservations and copies of material:
Riitta Haapanen tel. +358 9 3930 714
riitta.haapanen@fimnet.fi

Sizes and rates No VAT added.



1/1 s.
210x280 mm
(with margins)
2 300 €



1/2 s.
170x120 mm
1 200 €



1/2 s.
83x233 mm
1 200 €



1/4 s.
1/4 s.
83x120 mm
600 €

Digital ads

The email newsletter is published according to
the journal's schedule.

Sizes and material requirements for newsletter:
400 x 200 px, max 32 kb
Static JPG or gif image

Ask for quote.



Lääkärilehti - The most read professional medical magazine

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

The professional media for doctors

Suomen Lääkärilehti reaches doctors so well because it supports the professional know-how and collegiality. The magazine is made largely by doctors themselves so it is always relevant, topical and close to everyday life.

Versatile content

The content includes one or more medical editorials and articles from all specialist fields in medicine. The magazine serves its doctor readers with news and reports touching the practical work. It includes standard columns such as Medical info and How would you treat? The editorials, viewpoint, discussion column and trustee-column keep on the topical debate.

Regular columns

- Trends: statements, news and discussions
- In Medicine: external quality appraisal for articles
- On duty: reports and columns serving clinician
- Membership: news from Medical Association and member service
- Medicine the world over: culture, books and column

Lääkärilehti in Internet

The journal has its own web site: www.laakarilehti.fi and a weekly e-mail newsletter.

Broad circulation

The print run of the journal is 28 000. 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 as a decision-maker or influential party 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.
- 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	212 €
Other countries	252 €
Single copy	22 €

Publishing schedule for 2012

Note:
Material date
is Thursday

No.	Publication date	Materials date	Reservation date
1-2	13.1.	5.1.	2.1.
3	20.1.	12.1.	9.1.
4	27.1.	19.1.	16.1.
* 5	3.2.	26.1.	23.1.
* 6	10.2.	2.2.	30.1.
7	17.2.	9.2.	6.2.
8	24.2.	16.2.	13.2.
9	2.3.	23.2.	20.2.
10	9.3.	1.3.	27.2.
11	16.3.	8.3.	5.3.
12	23.3.	15.3.	12.3.
13	30.3.	22.3.	19.3.
14-15	13.4.	4.4.	2.4.
* 16	20.4.	12.4.	9.4.
* 17	27.4.	19.4.	16.4.
18	4.5.	25.4.	23.4.
19	11.5.	3.5.	27.4.
20	18.5.	9.5.	7.5.
21	25.5.	17.5.	14.5.
22	1.6.	24.5.	21.5.
23	8.6.	31.5.	28.5.
24	15.6.	7.6.	4.6.
25	21.6.	13.6.	11.6.
26-31	3.8.	26.7.	24.7.
32	10.8.	2.8.	30.7.
33	17.8.	9.8.	6.8.
34	24.8.	16.8.	13.8.
35	31.8.	23.8.	20.8.
36	7.9.	30.8.	27.8.
37	14.9.	6.9.	3.9.
38	21.9.	13.9.	10.9.
39	28.9.	20.9.	17.9.
40	5.10.	27.9.	24.9.
41	12.10.	4.10.	1.10.
42	19.10.	11.10.	8.10.
43	26.10.	18.10.	15.10.
* 44	2.11.	25.10.	22.10.
* 45	9.11.	1.11.	29.10.
46	16.11.	8.11.	5.11.
47	23.11.	15.11.	12.11.
48	30.11.	22.11.	19.11.
49	7.12.	28.11.	26.11.
50-52	14.12.	5.12.	3.12.

*Stetari ad competition issue
www.laakarilehti.fi/ilmoittaja/stetari.html

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