

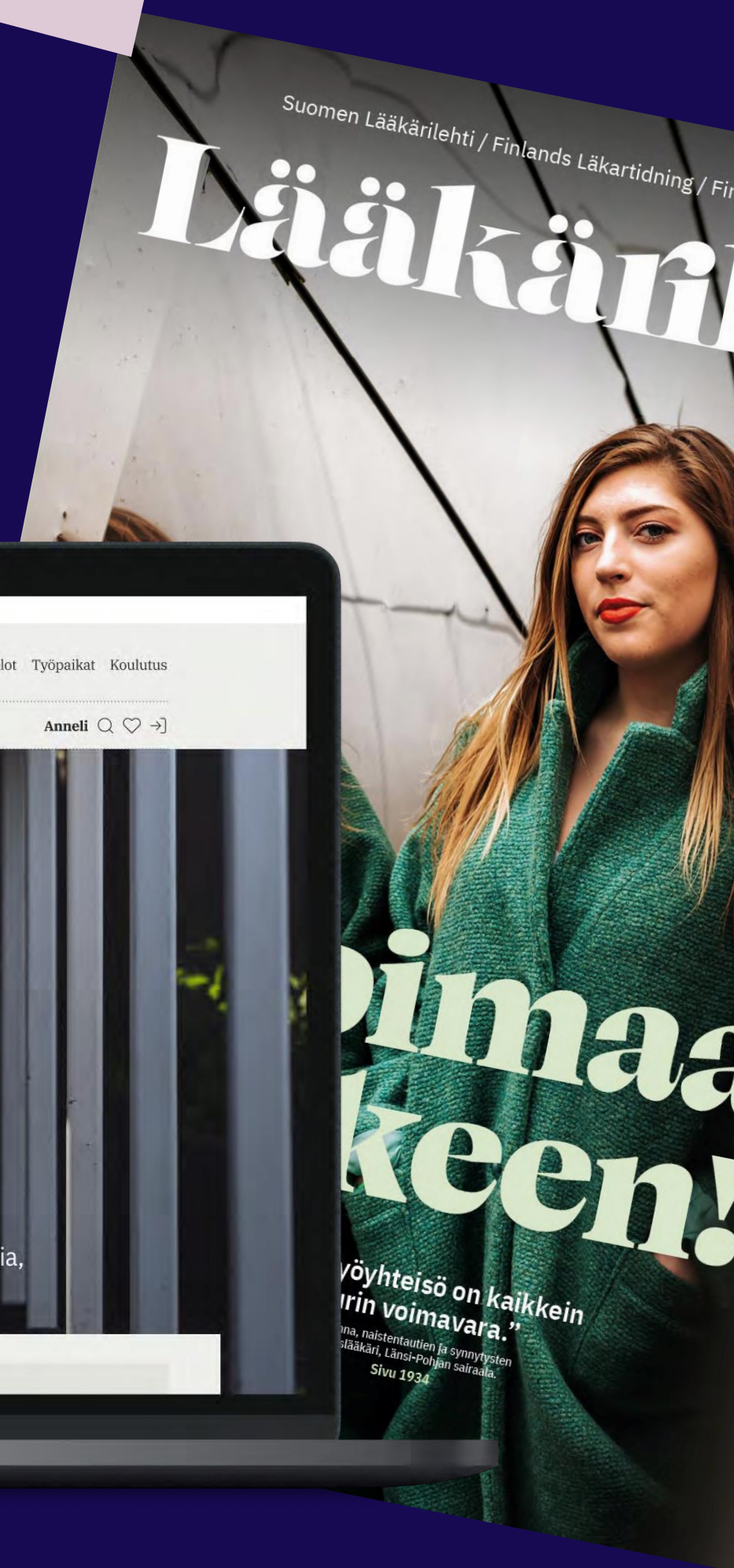
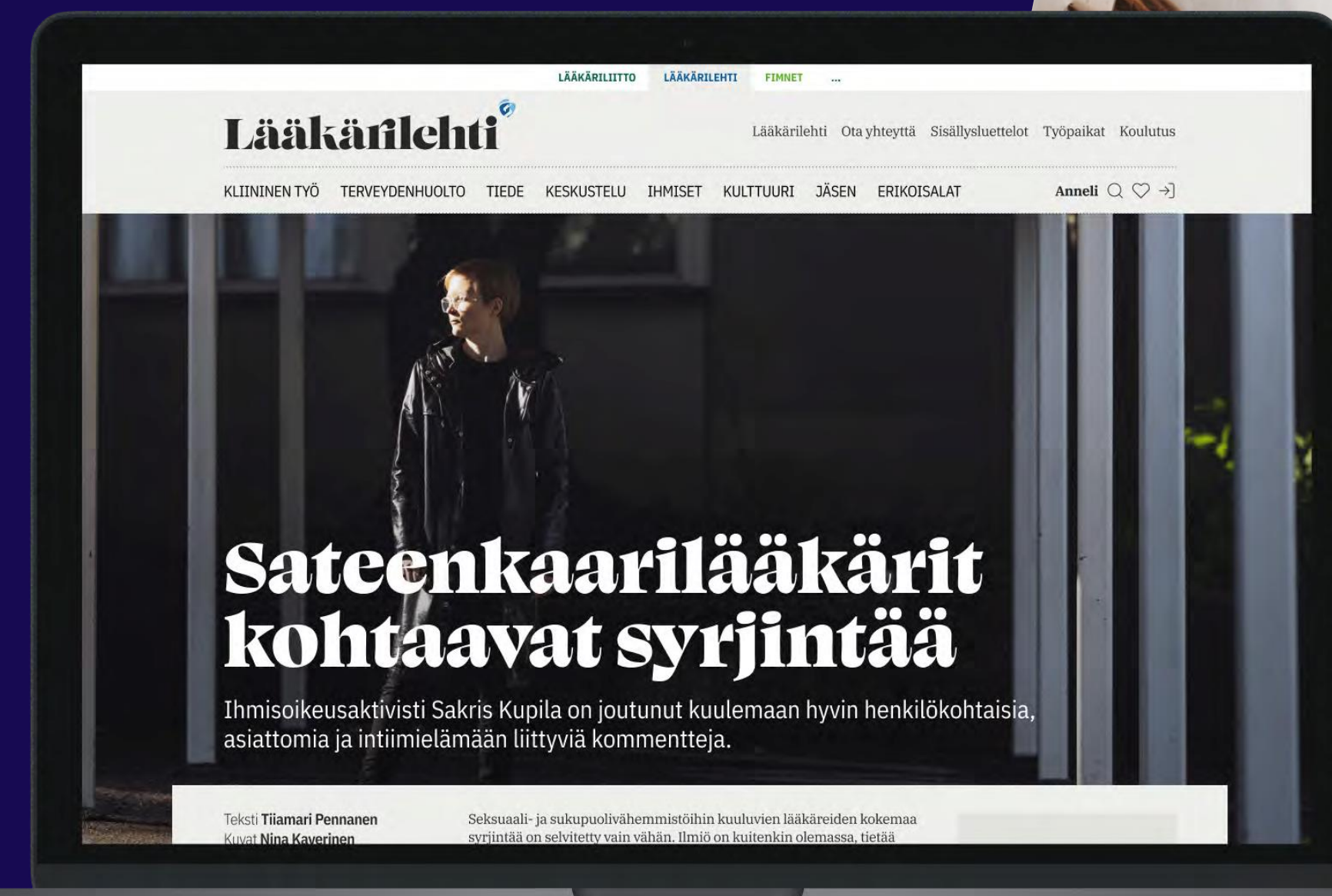
Media Card 2023

Lääkäri®lehti

The most read
medical journal

EFFECTIVE MULTI-CHANNEL MEDIA

Visibility in print media, on the
Lääkärilehti.fi website and in our
newsletter - at the same time!



Lääkärilehti in brief

The Finnish Medical Journal (Lääkärilehti) is by far the best way to reach doctors and health care professionals in Finland.

We offer a unique combination of quality and quantity. Our journal's print run is about 31,500, and it reaches almost all of the doctors in the country.

The popular newsletter is also sent to almost all doctors, and 37,5 per cent of recipients open the newsletter, which is an exceptionally high percentage.

In the Finnish Medical Journal and on its website you will reach customers in a highly trusted and respected environment. 83 per cent of our readers believe that our journal is useful. This is clearly higher than average for a professional journal.

The journal is a very highly respected source of professional knowledge. According to its readers, it excellently keeps up with the developments in medicine and health care in particular and also with new research data.

Its presence in daily clinical work is also praised.

It is a unique combination of respected scientific publication and topical journal. The most effective way to reach doctorpage

The print run is

31 500

which reaches almost all the
doctors in the country

50 %

of our readers open the
popular newsletter

83 %

of our readers believe the
Finnish Medical Journal is useful

LÄÄKÄRILEHTI – FINNISH MEDICAL JOURNAL

Schedule

Pharmaceutical, service and product advertisements

Job advertisements

Inserts

Education, conference and grant advertisements



Schedule and journal information

JOURNAL’S PUBLISHER
Suomen Lääkäriliitto –
The Finnish Medical Association
Mäkelänkatu 2
00500 Helsinki
PO Box 49
00501 Helsinki
tel. +358 9 393 091

EDITOR-IN-CHIEF
Pekka Nykänen

MEDICAL EDITOR-IN-CHIEF
Pertti Saloheimo

MANAGING EDITOR
Tuomas Keränen

DISTRIBUTION
Print run: 31 500 pcs

PUBLICATION
26 issues / year. Also published as
digital facsimile on the Association’s
website.

TECHNICAL INFORMATION
Printing process: Offset rotation
Paper: NovaPress Silk 57 g/m2
Paper size: 210 x 280 mm
Binding: adhesive binding

SALES
Katrin Penttinen
puh. 040 762 6535
katrin.penttinen@laakariliitto.fi

Aku Karasti
puh. +358 400 699 929
aku.karasti@laakariliitto.fi

*If you want your advertisement to be researched,
contact your contact person. The first 7 registrants can
take part in each study.

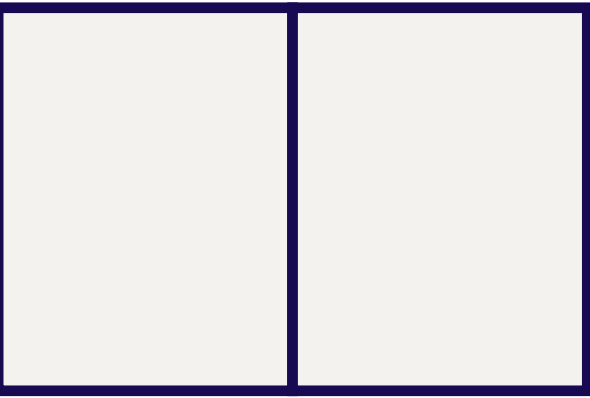
Issue number	Publication day	Material day	Reservation day	Theme issue
1-2/2023	13.1.2023	21.12.2023	19.12.	
3-4/2023	20.1.2023	11.1.2023	9.1.	
5-6/2023	3.2.2023	25.1.2023	23.1.	Research issue
7-8/2023	17.2.2023	8.2.2023	6.2.	
9-10/2023	3.3.2023	22.2.2023	20.2.	Pulmonary disease and work
11-12/2023	17.3.2023	8.3.2023	6.3	Research issue
13-14/2023	31.3.2023	22.3.2023	20.3.	
15-16/2023	14.4.2023	3.4.2023	31.3.	Psychiatry
17/2023	28.4.2023	19.4.2023	17.4.	Research issue
18/2023	5.5.2023	25.4.2023	24.4.	
19-20/2023	12.5.2023	3.5.2023	28.4.	
21-22/2023	26.5.2023	16.5.2023	12.5.	Research issue
23-24/2023	9.6.2023	31.5.2023	29.5.	Contraception of pregnancy
25-31/2023	22.6.2023	13.6.2023	9.6.	
32/2023	11.8.2023	2.8.2023	31.7.	Research issue
33-34/2023	18.8.2023	9.8.2023	7.8.	
35-36/2023	1.9.2023	23.8.2023	21.8.	Research issue
37-38/2023	15.9.2023	6.9.2023	4.9.	
39-40/2023	29.9.2023	20.9.2023	18.9.	Children's infections
41/2023	13.10.2023	4.10.2023	2.10.	
42/2023	20.10.2023	11.10.2023	9.10.	Research issue
43-44/2023	27.10.2023	18.10.2023	16.10	
45-46/2023	10.11.2023	1.11.2023	30.10.	
47-48/2023	24.11.2023	15.11.2023	13.11.	Rare diseases
49-50/2023	8.12.2023	28.11.2023	24.11.	Research issue
51-52/2023	22.12.2023	13.12.2023	11.12.	

PHARMACEUTICAL, SERVICE AND PRODUCT ADVERTISEMENTS

ADVERTISEMENT SIZES, PRICES
AND INSTRUCTIONS

Advertisement sizes, prices and instructions

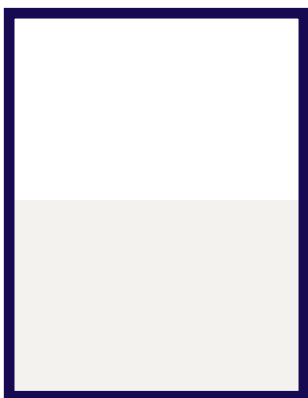
STANDARD SIZES



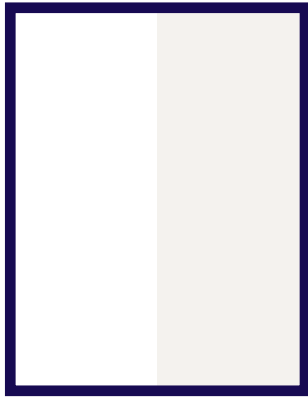
2/1 spread
420 x 280 mm
(with margins)



1/1 page
210 x 280 mm
(with margins)



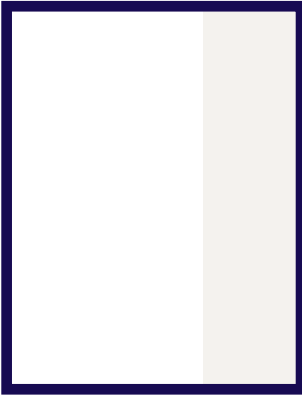
1/2 page
170 x 115 mm



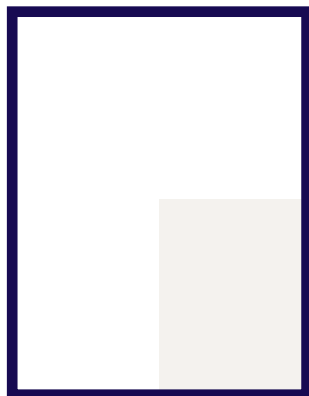
1/2 page
80 x 235 mm



1/3 page
170 x 75 mm



1/3 page
52 x 235 mm



1/4 page
80 x 115 mm

Other advertisement sizes are available, ask your salesperson about other solutions.

POSITIONS	SIZE	PRICE
Cover (front)	210 x 185 mm **	8 500 €.
+ SPC	45 x 245 mm	
2. Cover	210 x 280 mm **	3 700 €
Cover (back)	210 x 255 mm **	4 600 €
Next to the editorial page	210 x 280 mm **	3 800 €

STANDARD SIZES OF ADS	SIZE	PRICE
2 / 1 spread	420 x 280 mm **	5 500 €
1 / 1 page	210 x 280 mm **	3 700 €
1 / 2 page vertical	80 x 235 mm	2 600 €
1 / 2 page horizontal	170 x 115 mm	2 600 €.
1 / 3 page vertical	52 x 235 mm	2 100 €
1 / 3 page horizontal	170 x 75 mm	2 100 €
1 / 4 page vertical	80 x 115 mm	1 900 €

VAT will be added to the prices.
** copy must have 5 mm bleeds on each edge of the copy

COPY REQUIREMENT

- CMYK high resolution
- Images at least 300 dpi
- Print ready PDF file
- Size according to reservation
- A separate charge will apply for PDF or other files and copy submitted in other than the above form.

SUBMISSION OF COPY

Finished material copy must be submitted through the copy links provided in the order confirmation or email pm.laakarilehti@punamusta.com and laakarikompassi@laakariliitto.fi.

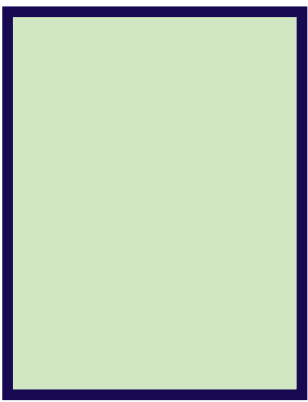
JOB ADVERTISEMENTS IN FINNISH MEDICAL JOURNAL

ADVERTISEMENT SIZES, PRICES
AND INSTRUCTIONS

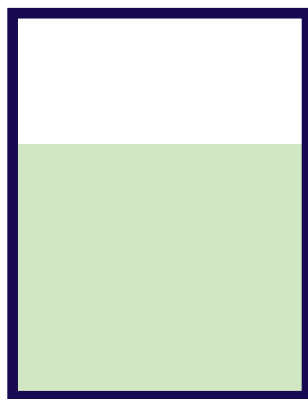
Reach job applicants and strengthen your company's employer image by advertising your job vacancies in Finnish Medical Journal.

The job advertisements published in the journal will also be published at the same price in the digital facsimile on the Finnish Medical Journal website.

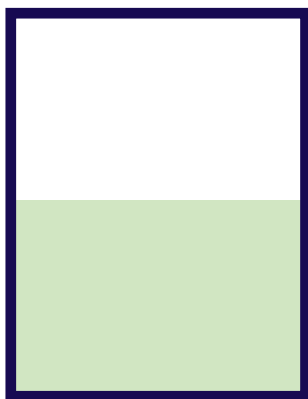
Advertisement sizes, prices and instructions



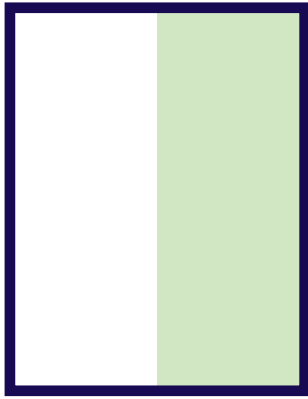
1/1 page
170 x 235 mm



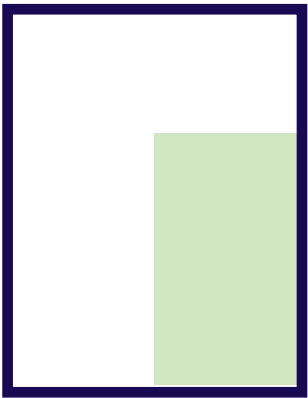
3/4 page
170 x 175 mm



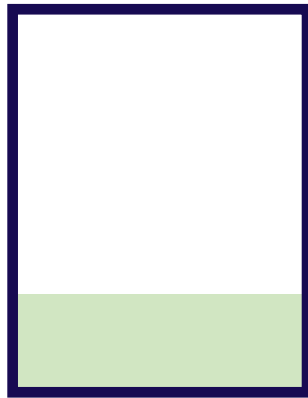
1/2 page
170 x 115 mm



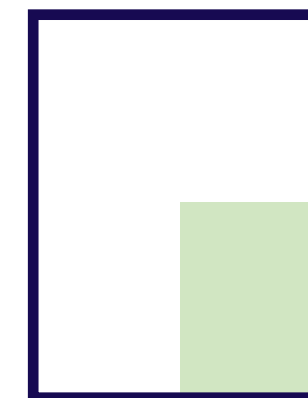
1/2 page
80 x 235 mm



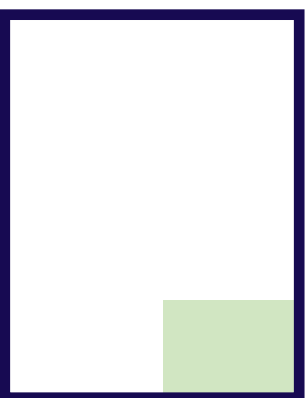
3/8 page
80 x 175 mm



1/4 page
170 x 55 mm



1/4 page
80 x 115 mm



1/8 page
80 x 55 mm

We charge for the production of the advertisement material: € 120 if the completed advertisement template exists and € 180 if the advertisement template is not ready.

With a € 200 additional price you will reach more interested readers with your advertisement in the Finnish Medical Journal newsletter.

**EXTRA
VISIBILITY IN
NEWSLETTER**

AD SIZES	SIZE	PRICE
1 / 1 page	170 x 235 mm	3 000 €
3 / 4 page	170 x 175 mm	2 500 €
1 / 2 page vertical	80 x 235 mm	1 900 €
1 / 2 page horizontal	170 x 115 mm	1 900 €
1 / 3 page vertical	80 x 175 mm	1 600 €
1 / 3 page horizontal	170 x 55 mm	1 200 €.
1 / 4 page vertical	80 x 115 mm	1 200 €
1 / 8 page	80 x 55 mm	900 €
VAT will be added to the prices.		

COPY REQUIREMENT

- CMYK high resolution
- Images at least 300 dpi
- Size according to reservation

Material must be submitted by the material date via e-mail to the address virat.laakarilehti@punamusta.com either as a PDF file or a text file, in which case the advertisement will be set at the editorial office. An image or logo must be submitted as a separate image file.

LÄÄKÄRILEHTI INSERTS

INSERT STYLES, PRICES AND INSTRUCTIONS

Fully targeted inserts
can be included in issues
of Lääkärilehti.

The insert can be targeted
according to special field, for
example hospital district or
other criteria of your choice.

**“Inserts are an
excellent way of
reaching your specialised
target group”**

Insert styles, prices and instructions

TARGET GROUP SIZE	2-pages	4-pages	6-pages	8-pages
Less than 500 persons	2 000 €	2 800 €	3 400 €	4 000 €
Less than 1 000 persons	2 600 €	3 700 €	4 600 €	5 500 €
Less than 2 500 persons	3 200 €	4 600 €	5 800 €	6 900 €
Less than 5 000 persons	4 000 €	6 000 €	7 600 €	9 200 €
Less than 10 000 persons	4 500 €	6 600 €	8 500 €	10 400 €
Whole edition	4 900 €	7 500 €	9 400 €	11 400 €
VAT will be added to the prices.				

INSERT STYLES

TIP-IN

- min. 115 x 160 mm
- max 205 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 and larger 150–250 g/m2

GUMMED

- min 60 x 80 mm
- max 170 x 240 mm
- paper in 2-page inserts: min. size 170 g/m2, A5 and larger 150–250 g/m2

View more detailed descriptions and insert solutions at neula.laakarikompassi.fi or ask your salesperson for more information.

PLEASE NOTE

- Customer is responsible for the printing and costs of inserts.
- Inserts must always be submitted in file format for checking before printing to the address laakarikompassi@laakariliitto.fi.
- Suitability of non-standard insert solutions for mechanical insertion must be approved in advance by the printing house.
- Please notify us well in advance of the insert at the design stage
- Provide a sample of product samples
- Mark your delivery according to the instructions
- Printing house needs to know how the insert is to be printed
- Please mark the word MAINOS at the top edge of the pages
- The insert must always be approved by the printing house

SUBMISSION OF INSERTS

Printed inserts must be delivered directly to the printing house no later than the Friday prior to the date of publication:

PUNAMUSTA OY
Jälkikäsittely
Kosti Aaltosen tie 9
80140 Joensuu

PLEASE STATE THE FOLLOWING ON INSERT DELIVERIES

- Finnish Medical Journal and the issue number
- Number of inserts delivered
- If inserts for several issues are included in the same delivery, all issue numbers must be marked.
- Any different versions must be separated and clearly marked.

QUESTIONS ABOUT TECHNICAL MATTERS REGARDING INSERTS

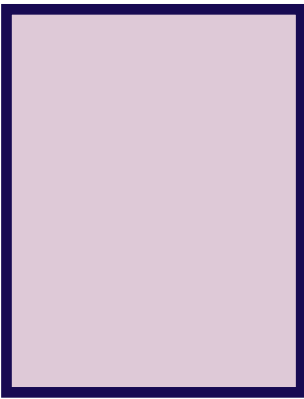
Sari Vaittinen
+358 10 230 8421
sari.vaittinen@punamusta.com tai prepress@punamusta.com

EDUCATION, CONFERENCE AND GRANT ADVERTISEMENTS

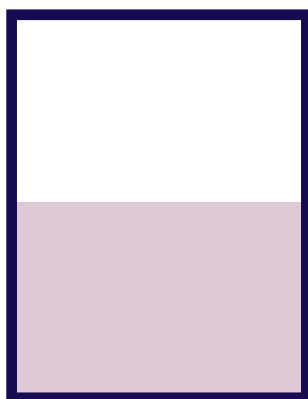
ADVERTISEMENT SIZES, PRICES AND
INSTRUCTIONS

Advertisement sizes, prices and instructions

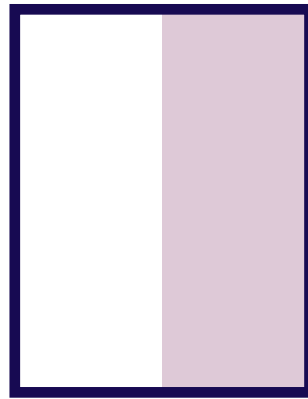
STANDARD SIZES



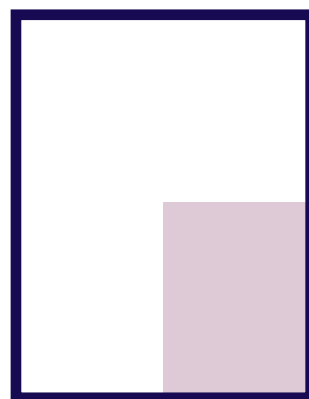
1/1 page
210 x 280 mm
(with margins)



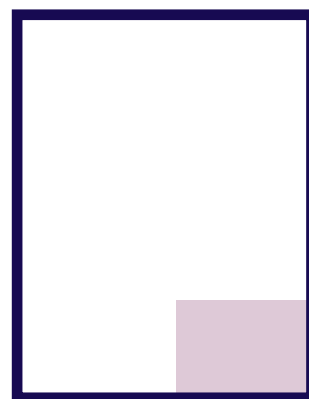
1/2 page
170 x 115 mm



1/2 page
80 x 235 mm



1/4 page
80 x 115 mm



1/8 page
80 x 55 mm

Production of the advertisement material: 180 €

ANNOUNCEMENTS AT LÄÄKÄRILEHTI

Announcements will be published in the "Other announcements" section.

Reservations: Silja Levonen, tel. +358 10 230 8495 / virat.laakarilehti@punamusta.com

STANDARD SIZES OF ADS	SIZE	PRICE
1 / 1 page	210 x 280 mm **	2 700 €
1 / 2 page vertical	80 x 235 mm	1 500 €.
1 / 2 page horizontal	170 x 115 mm	1 500 €
1 / 4 page vertical	80 x 115 mm	900 €
1 / 8 page	80 x 55 mm	600 €

VAT will be added to the prices.

** copy must have 5 mm bleeds on each edge of the copy

COPY REQUIREMENT

- CMYK high resolution
- Images at least 300 dpi
- Print ready PDF file
- Size according to reservation
- A separate charge will apply for PDF or other files and copy submitted in other than the above form.

SUBMISSION OF COPY

Finished material must be submitted through the copy links provided in the order confirmation or email pm.laakarilehti@punamusta.com and laakarikompassi@laakariliitto.fi.

ANNOUNCEMENTS	MEMBERS	OTHERS
Minimum 3 lines	25 €	50 €
4–5 lines	37,50 €	75 €
6–7 lines	50 €	100 €
8–9 lines	62,50 €	125 €
10–11 lines	75 €	150 €
Extra lines	8 €	16 €
About 35 characters per line. Prices include VAT.		

EDUCATION, CONFERENCE AND GRANT ADVERTISEMENTS SECTION

FREE EDUCATION, CONFERENCE AND GRANT ADVERTISEMENTS

Education, conference and grant advertisements are submitted through the online form laakarilehti.fi/kalenteri

- Advertisements for grants can also be e-mailed to apurahat@laakarilehti.fi
- Advertisement times can be found at www.laakarilehti.fi/ilmoittajLess than

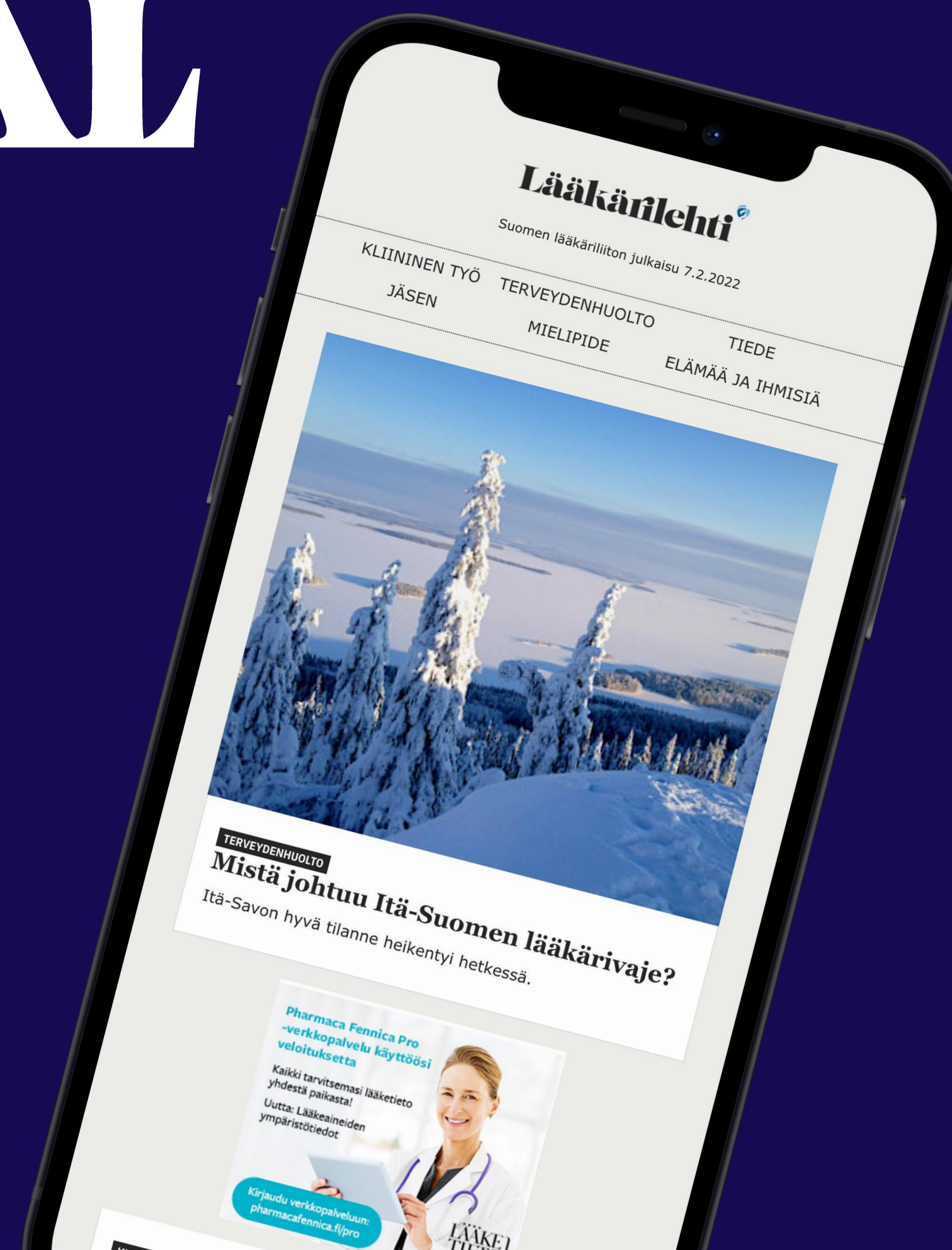
FURTHER INFORMATION:

Noora Järvinen
tel. +358 40 455 2579
noora.jarvinen@laakarilehti.fi

Hilkka Yletyinen
tel. +358 40 455 2582
hilkka.yletyinen@laakarilehti.fi

FINNISH MEDICAL JOURNAL NEWSLETTERS

BANNER SIZES, PRICES AND
INSTRUCTIONS





50%

of readers open
the newsletter, which
comes out 3 times
a week

Advertisement sizes, prices and instructions

FINNISH MEDICAL JOURNAL NEWSLETTER

- Reaches about 27 000 doctors / Open rate 50 %
- Published on Mondays, Wednesdays and Fridays.
- The newsletters contain a compilation of the most interesting and important news items and comments from the previous days.

BANNER POSITION	SIZE	PRICE / PCS.	PRICE / 3 PCS.
Box	300 x 250 px (max 100 kt)	1 000 €	2 400 €
Parade	600 x 250 px (max 150 kt)	1 500 €	3 500 €
VAT will be added to the prices.			

NEWSLETTER FOR MEDICAL STUDENTS

- Directed at students
- Reaches about 4 300 medical students
- No advertising of prescription medicines
- Published 4 times a year : 1.2., 5.4., 30.8. ja 1.11.

BANNER POSITION	SIZE	PRICE / PCS.
Box	300 x 250 px (max 100 kt)	450 €
Parade	600 x 250 px (max 150 kt)	700 €
VAT will be added to the prices.		

COPY REQUIREMENTS

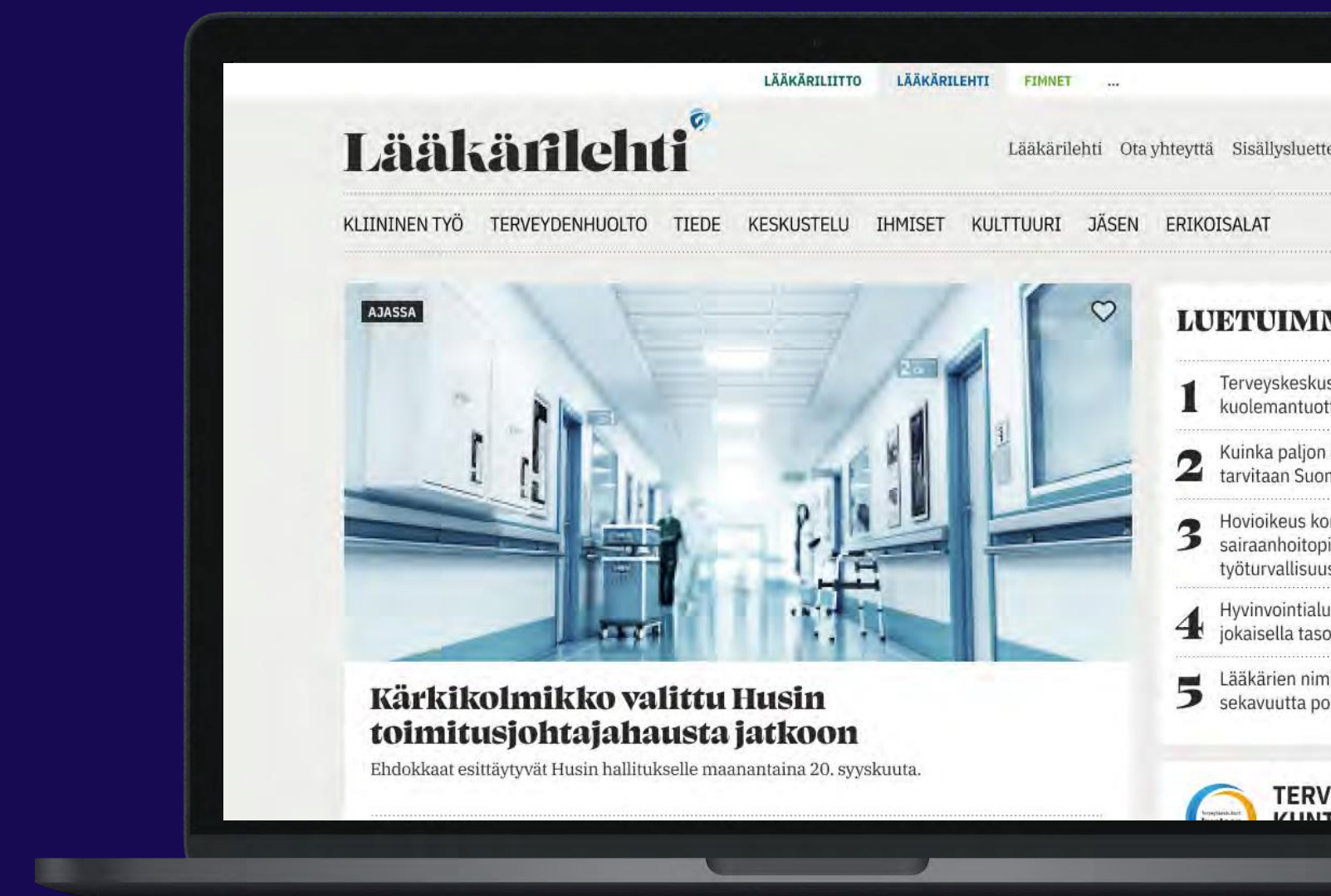
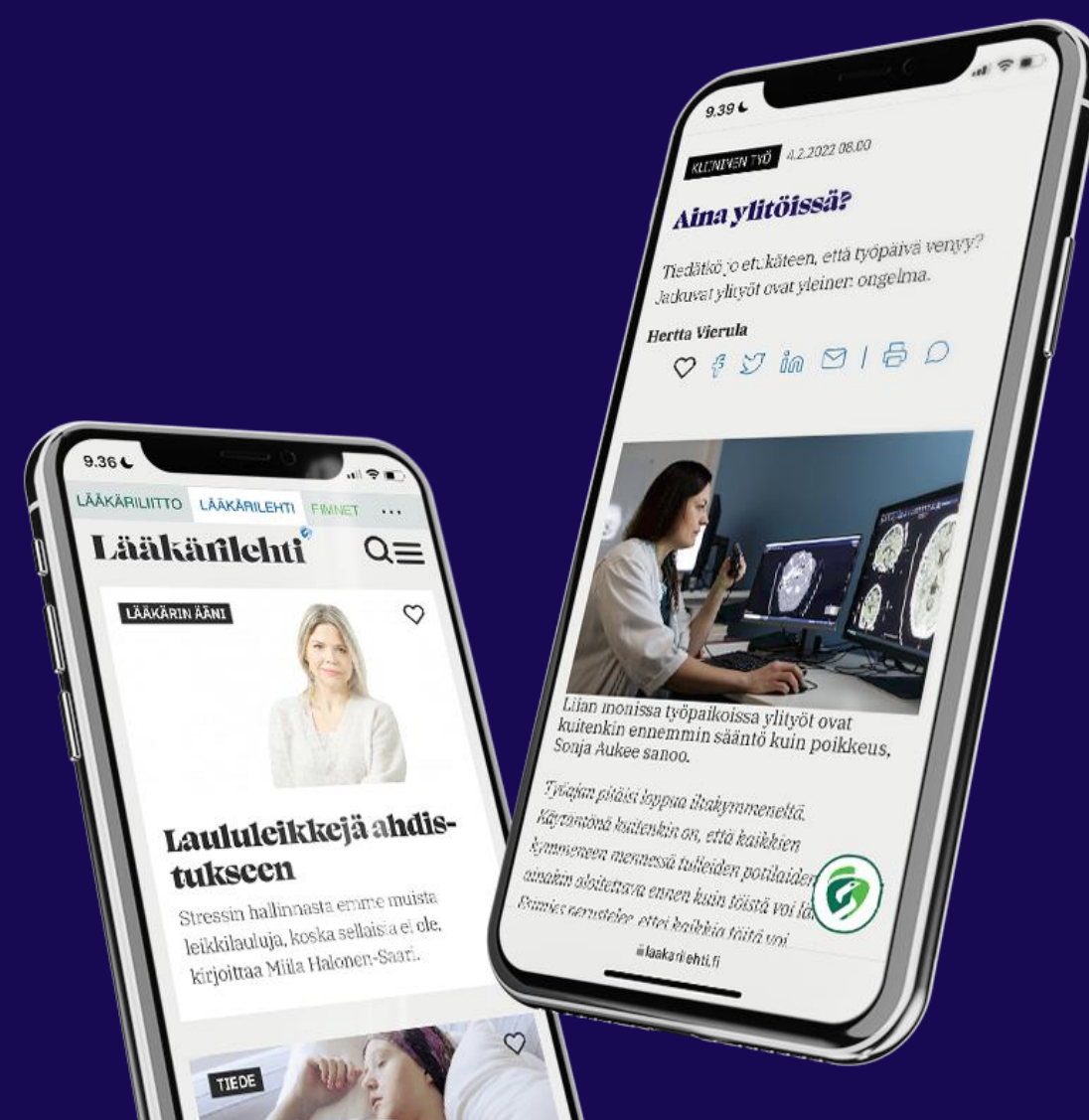
- Static jpg, gif, png (flash and 3rd party tag not suitable)
- Include the link/URL address where the advertisement should be directed to when clicked (campaign's www-address)

SUBMISSION OF COPY

Banners must be submitted through the links provided in the order confirmation or email laakarikompassi@laakariliitto.fi.

ADVERTISING ON THE LÄÄKÄRILEHTI.FI WEBSITE

BANNER SIZES, PRICES AND
INSTRUCTIONS

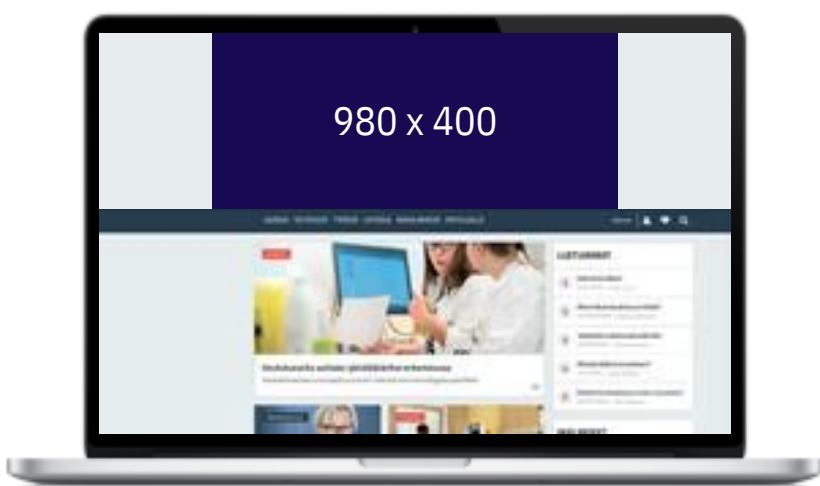




70%

of doctors read the Finnish
Medical Journal online
at least monthly

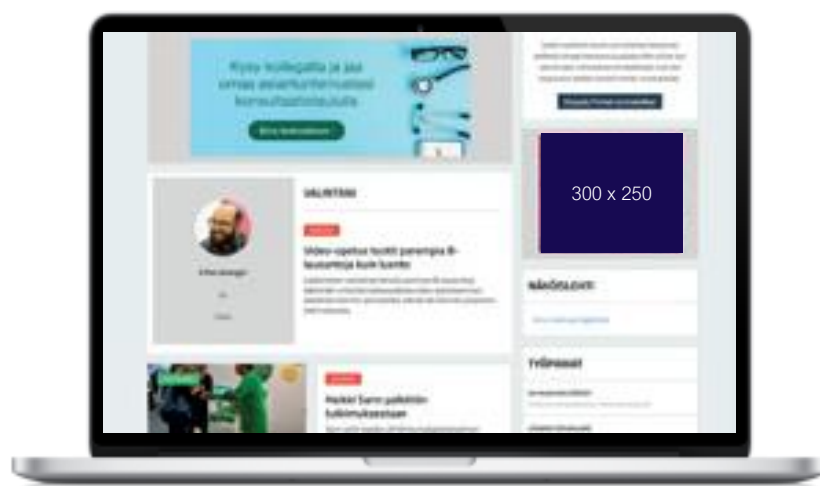
Advertisement sizes, prices and instructions



Parade, through the site
980 x 400 px (max 200 kt)



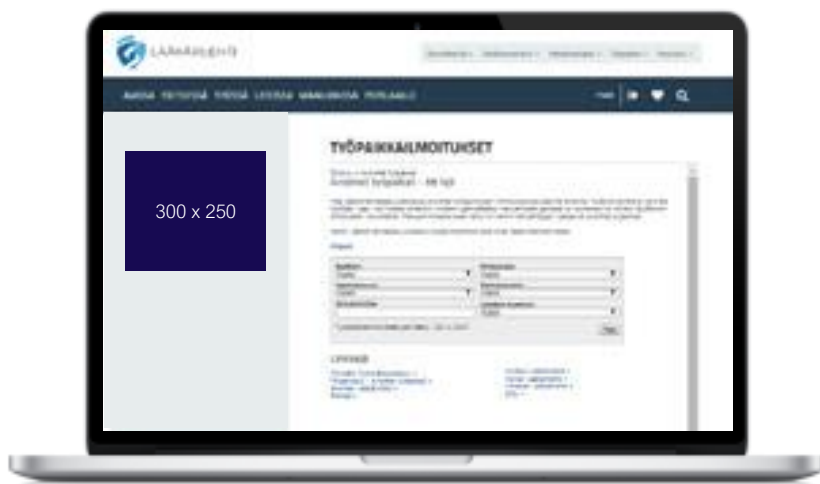
Article page: Giant box
600 x 250 px (max 150 kt)



Front page: box top right
300 x 250 px (max 100 kt)



Article page: box
300 x 250 px (max 100 kt)



Jobs page :box
300 x 250 px (max 100 kt)

ADVERTISER LINK TO WWW.LAAKARILEHTI.FI

- Add the logo of your company or service to the advertiser links section (bottom right of the page)
- Size of banner 150 x 400 px
- Price € 8 500 / year + VAT.

BANNER POSITION	SIZE	PRICE
Parade, through the site For the banner to be visible on mobile devices, a mobile version of the same banner is needed.	980 x 400 px (max 200 kt) 300 x 250 px (max 100 kt)	3 200 € / week
Article page: Giant box (txt)	600 x 250 px (max 150 kt)	3 000 € / week
Article page: Giant box	600 x 250 px (max 150 kt)	2 900 € / week
Article page: Box	300 x 250 px (max 100 kt)	2 800 € / week
Jobs page: Box	300 x 250 px (max 100 kt)	1 300 € / week
Front page: Box	300 x 250 px (max 100 kt)	600 € / week
Native box		4 000 € / week

VAT will be added to the prices.

TARGET GROUP SIZE	PARADE: PRICE / week	GIANT BOX: PRICE / WEEK	ARTICLE BOX: PRICE / WEEK
1 – 500	1 200 €	950 €	850 €
501 – 1 000	1 500 €	1 150 €	1 050 €
1 001 – 2 500	1 950 €	1 500 €	1 400 €
2 501 – 5 000	2 700 €	2 100 €	2 000 €

VAT will be added to the prices.

COPY REQUIREMENTS

- Static jpg, gif, png (flash and 3rd party tag not suitable)
- Include the link/URL address where the advertisement should be directed to when clicked (campaign's www-address)

SUBMISSION OF COPY

Banners must be submitted through the links provided in the order confirmation or email laakarikompassi@laakariliitto.fi.

VIDEOBANNERS PARADE & GIANT BOX: price + 20 %

Media sales and Finnish Medical Journal information

SALES & RESERVATIONS

Katrin Penttinen

puh. +358 40 762 6535

katrin.penttinen@laakariliitto.fi

Aku Karasti

puh. +358 400 699 929

aku.karasti@laakariliitto.fi

DELIVERY OF MATERIALS & SALES SUPPORT

Heidi Skog

puh. +358 40 905 1755

heidi.skog@laakariliitto.fi

JOB ADVERTISEMENTS - ADVERTISEMENT RESERVATIONS

Silja Levonen

puh. +358 10 230 8495

virat.laakarilehti@punamusta.com

COMPLAINTS Within 8 days of the date of publication.

CANCELLATION OF ADVERTISEMENTS

Cancellations must be made by the advertising space reservation deadline. Should a cancellation be made after this date, you will be charged 20% of the price for the space to cover expenses incurred.

INVOICING DETAILS If the payer requires a purchasing number, order number or equivalent to be marked on the invoice, the number must be submitted to the advertising sales department by the advertising materials date.

JOURNAL'S PUBLISHER

Suomen Lääkäriliitto – The Finnish Medical Association

Mäkelänkatu 2, 00500 Helsinki

PO Box 49, 00501 Helsinki

tel. +358 9 393 091

EDITOR-IN-CHIEF

Pekka Nykänen

MEDICAL EDITOR-IN-CHIEF

Pertti Saloheimo

MANAGING EDITOR

Tuomas Keränen

PUBLICATION

26 issues / year. Also published as digital facsimile on the Association's website.

DISTRIBUTION

Print run: 31 500 pcs

PRINTING HOUSE

PunaMusta Oy

Kosti Aaltosen tie 9, PL 99

80141 Joensuu

puh. +358 10 230 8400,

prepress@punamusta.com

FINNISH MEDICAL JOURNAL SUBSCRIPTION PRICES

Finland: Printed publication 299 €, Digital order 299 €, Printed publication and digital order 349 €, Single issue 29 €

OTHER COUNTRIES: Printed publication 349 €, Digital order 299 €, Printed publication and digital order 399 €