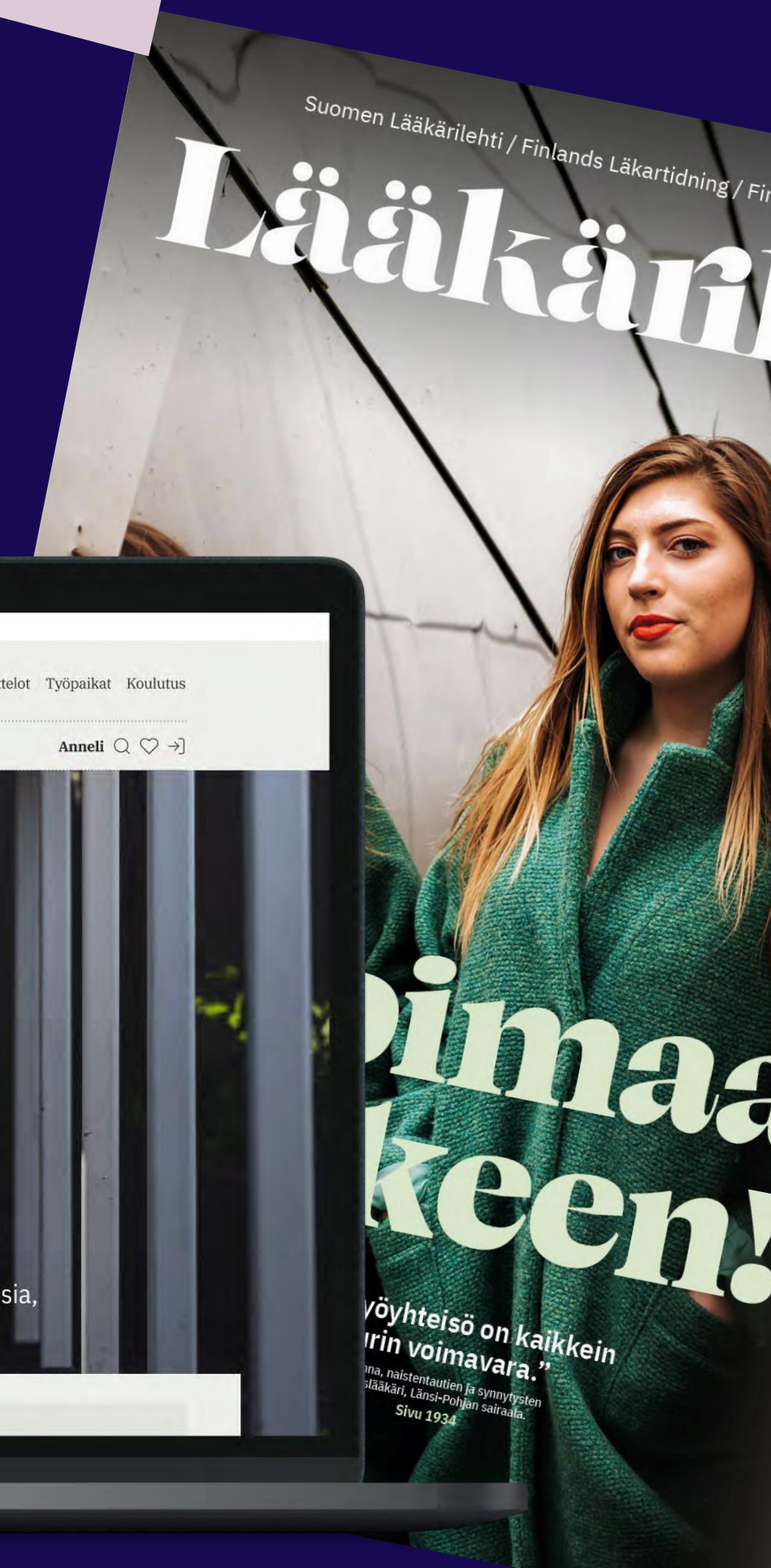
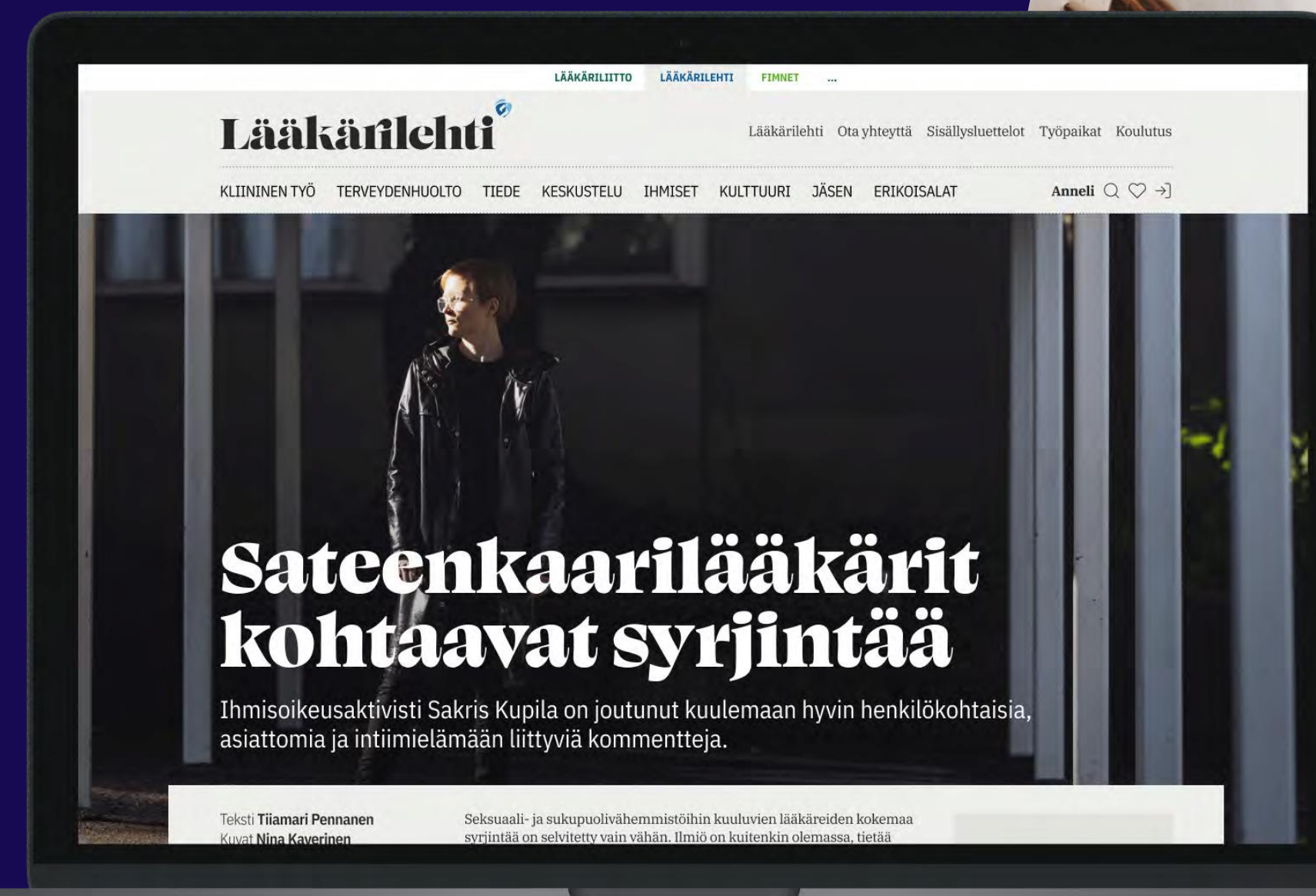


Lääkärilehti<sup>®</sup>

# Mediacard 2024

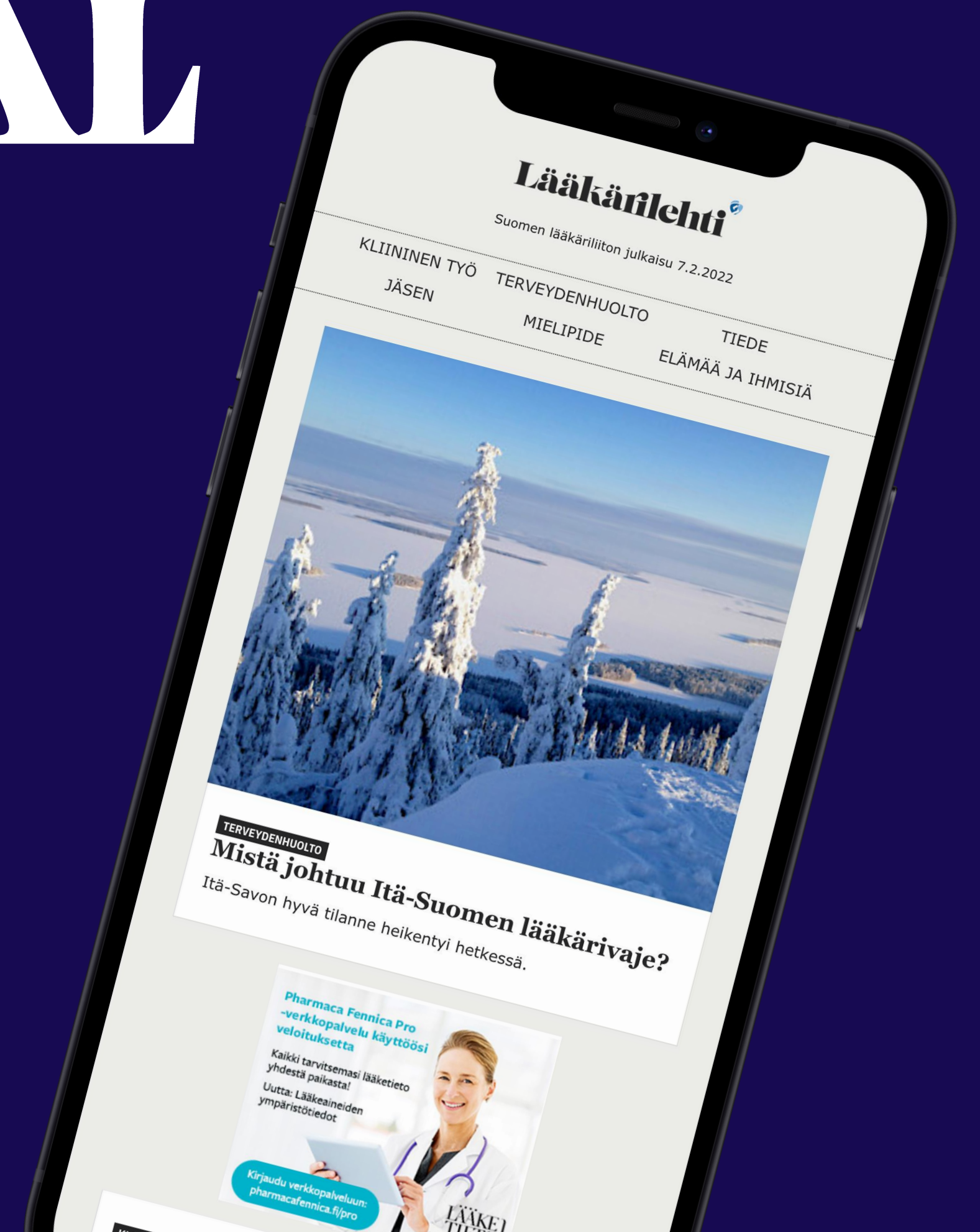
LÄÄKÄRILEHTI NEWSLETTERS  
LÄÄKÄRILEHTI.FI -WEBSITE

The most read  
medical journal



# FINNISH MEDICAL JOURNAL NEWSLETTERS

BANNER SIZES, PRICES AND  
INSTRUCTIONS



# Advertisement sizes, prices and instructions

## FINNISH MEDICAL JOURNAL NEWSLETTER

- Reaches about 27 000 doctors / Open rate 50 %
- Published on Mondays, Wednesdays, Thursdays 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<br>(max 100 kt) | 1 000 €      | 2 400 €        |
| Parade          | 600 x 250 px<br>(max 150 kt) | 1 500 €      | 3 500 €        |

VAT will be added to the prices.

## NEWSLETTER FOR MEDICAL STUDENTS

- Reaches about 4 300 medical students
- Only brand or job advertising (no advertising of prescription medicines)
- Published 4 times a year : ask for schedule

| BANNER POSITION | SIZE                         | PRICE / PCS. |
|-----------------|------------------------------|--------------|
| Box             | 300 x 250 px<br>(max 100 kt) | 450 €        |
| Parade          | 600 x 250 px<br>(max 150 kt) | 700 €        |

VAT will be added to the prices.

## COPY REQUIREMENTS

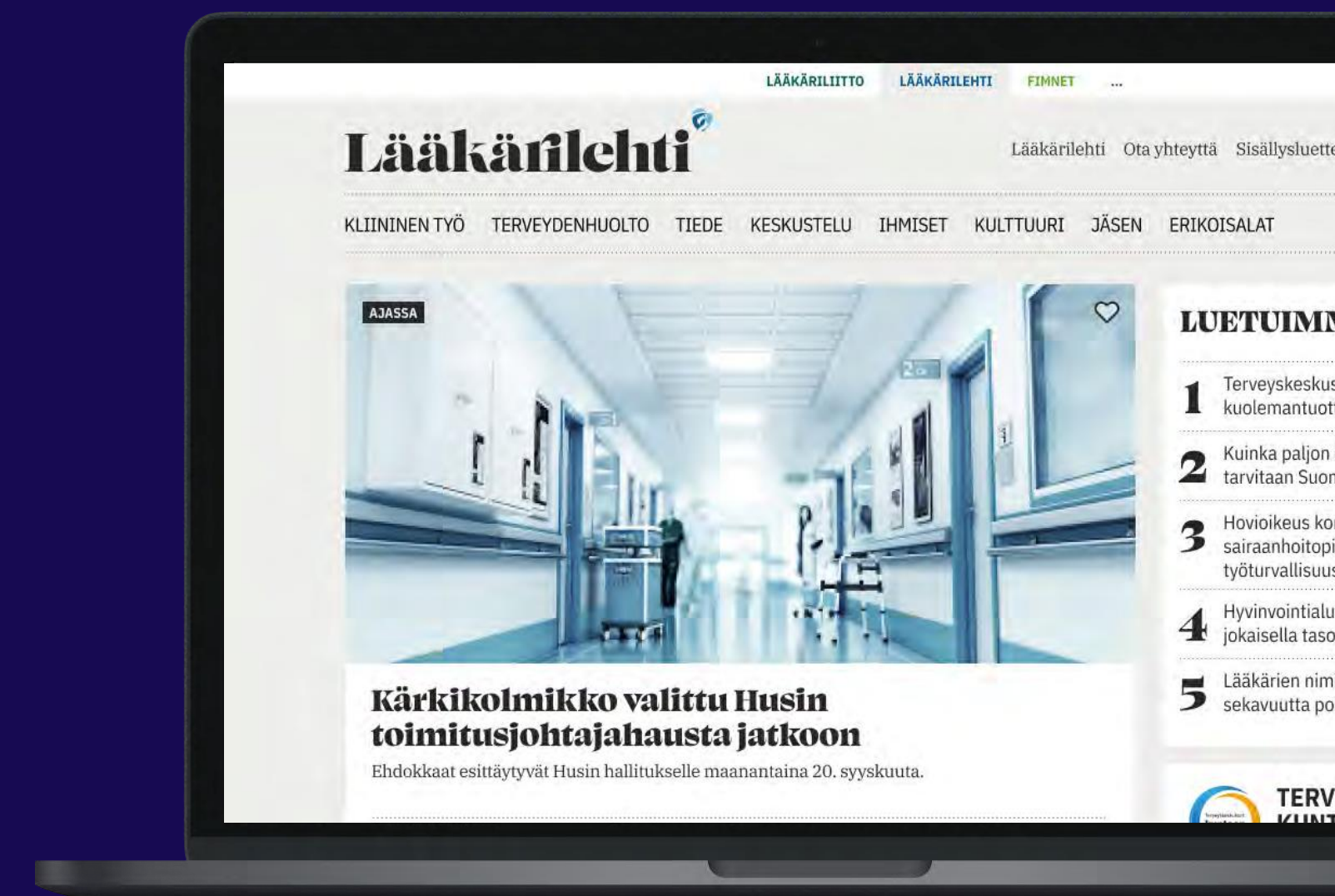
- Static jpg, gif, png (flash and 3rd party tag not suitable)
- Link/URL address where the advertisement should be directed to when clicked (campaign's www-address)

## SUBMISSION OF COPY

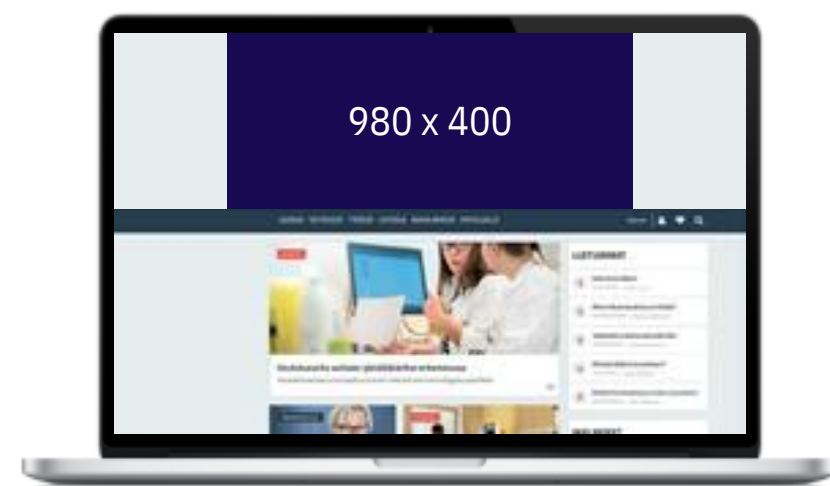
Banners must be submitted through the links provided in the order confirmation or email [laakarikompassi@laakariliitto.fi](mailto:laakarikompassi@laakariliitto.fi).

# ADVERTISING ON LÄÄKÄRILEHTI.FI WEBSITE

BANNER SIZES, PRICES AND  
INSTRUCTIONS



# Advertisement sizes, prices and instructions



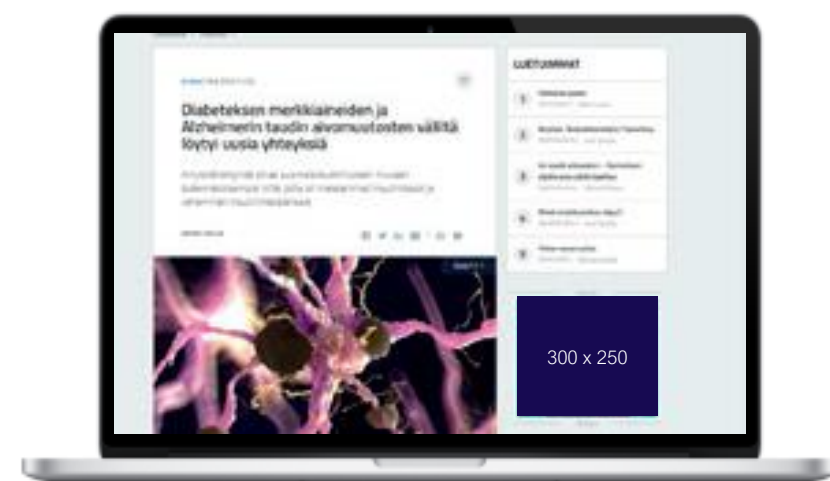
Parade, through the site  
980 x 400 px (max 200 kt)



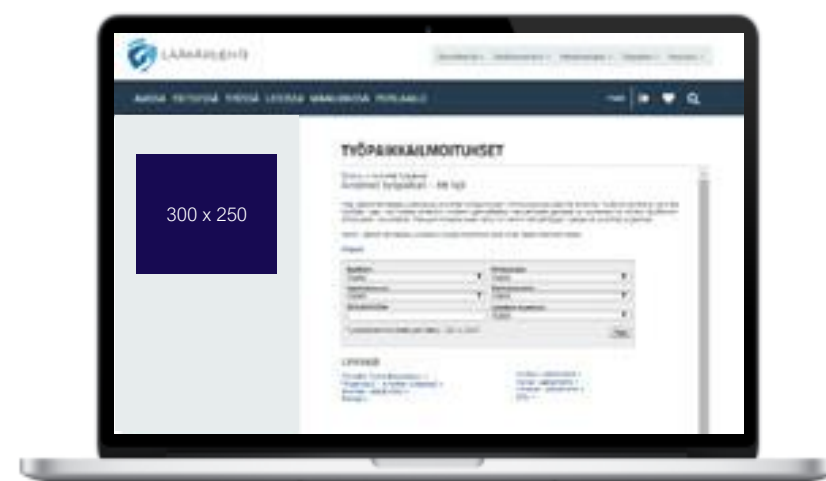
Article page: Giant box  
600 x 250 px (max 150 kt)



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<br><small>For the banner to be visible on mobile devices, a mobile version of the same banner is needed.</small> | 980 x 400 px (max 200 kt)<br>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   |

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 €              | 1 100€                  | 1 000 €                   |
| 501 – 1 000       | 1 500 €              | 1 400 €                 | 1 300 €                   |
| 1 001 – 2 500     | 2 000 €              | 1 900 €                 | 1 600 €                   |
| 2 501 – 5 000     | 2 700 €              | 2 500 €                 | 2 300 €                   |

VAT will be added to the prices.

## COPY REQUIREMENTS

- Static jpg, gif, png or animated gif (3rd party tag not suitable)
- 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](mailto:laakarikompassi@laakariliitto.fi).

**70%**

of doctors read the Finnish  
Medical Journal online  
at least monthly

# Media sales and Finnish Medical Journal information

## SALES & RESERVATIONS

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[virat.laakarilehti@punamusta.com](mailto: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

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