

The most read  
medical journal

Lääkärilehti

# Mediacard 2024

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[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  
Printrun: 31 500 pcs

TECHNICAL INFORMATION  
Printing process: Offset rotation  
Paper: NovaPress Silk 57 g/m<sup>2</sup>  
Paper size: 210 x 280 mm  
Binding: adhesive binding

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

## SALES

Katrin Penttinen  
+358 40 762 6535  
[katrin.penttinen@laakariliitto.fi](mailto:katrin.penttinen@laakariliitto.fi)

Aku Karasti  
+358 400 699 929  
[aku.karasti@laakariliitto.fi](mailto: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
1-2/2024	12.1.	20.12.2023	18.12.	
3-4/2024	19.1.	10.1.	8.1.	
5-6/2024	2.2.	4.1.	22.1.	Research issue
7-8/2024	16.2.	7.2.	5.2.	
9-10/2024	1.3.	21.2.	19.2.	Proctology, Tax Appendix
11-12/2024	15.3.	6.3.	4.3.	Research issue
13-14/2024	to 28.3.	ti 19.3.	pe 15.3.	
15-16/2024	12.4.	3.4.	ti 2.4.	Musculoskeletal disorder
17-18/2024	26.4.	17.4.	15.4.	Research issue
19/2024	10.5.	ti 30.4.	29.4.	
20-21/2024	17.5.	Ti 7.5.	6.5.	
22/2024	31.5.	22.5.	20.5.	
23-24/2024	7.6.	29.5.	27.5.	Doctors' well-being
25-31/2024	to 20.6.	ti 11.6.	pe 7.6.	
32-33/2024	9.8.	31.7.	29.7.	
34-35/2024	23.8.	14.8.	12.8.	
36/2024	6.9.	28.8.	26.8.	Research issue
37-38/2024	13.9.	4.9.	2.9.	
39-40/2024	27.9.	18.9.	16.9.	Antibiotic treatment
41/2024	11.10.	2.10.	30.9.	
42-43/2024	18.10.	9.10.	7.10.	Research issue
44/2024	1.11.	23.10.	21.10.	
45-46/2024	8.11.	30.10.	28.10.	Research issue
47-48/2024	22.11.	13.11.	11.11.	Art promotes health
49-50/2024	to 5.12.	ti 26.11.	pe 22.11.	Research issue
51-52/2024	20.12.	11.12.	9.12.	

# 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 print run is

**31 500**

which reaches almost all the doctors in Finland

**90 %**

of doctors read Lääkärilehti

**83 %**

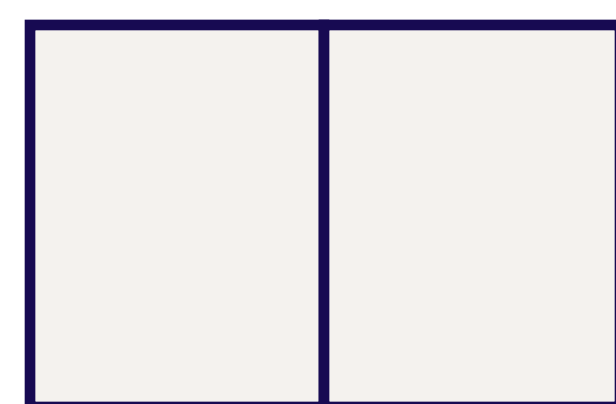
of our readers believe the Finnish Medical Journal is useful

# PHARMACEUTICAL, SERVICE AND PRODUCT ADVERTISEMENTS

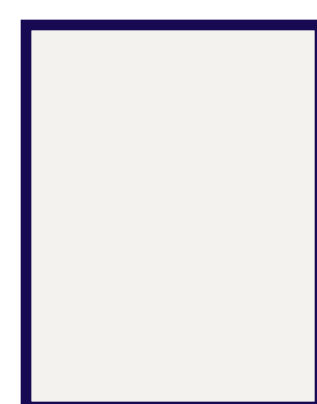
ADVERTISEMENT SIZES, PRICES AND  
INSTRUCTIONS

# Advertisement sizes, prices and instructions

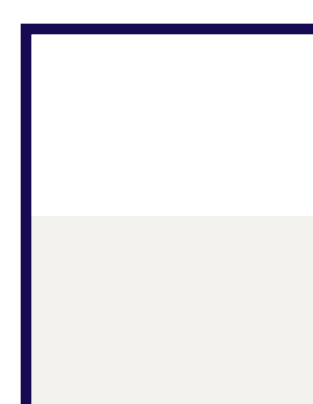
## STANDARD SIZES



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

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 €
Science section	210 x 255 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

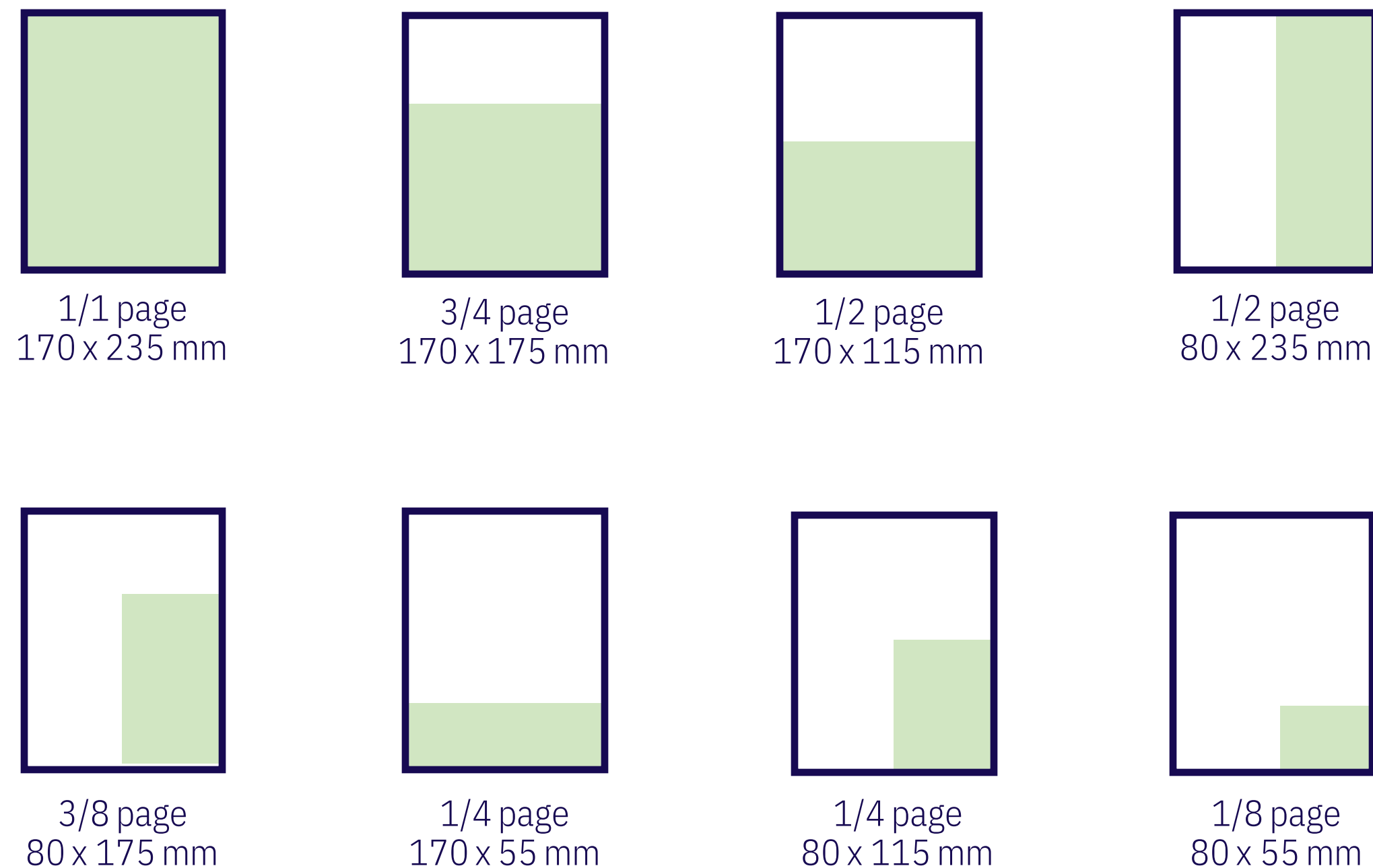
Finished material must be submitted through the links provided in the order confirmation or email [pm.laakarilehti@punamusta.com](mailto:pm.laakarilehti@punamusta.com) and [laakarikompassi@laakariliitto.fi](mailto:laakarikompassi@laakariliitto.fi).

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

# **JOB ADVERTISEMENTS**

ADVERTISEMENT SIZES, PRICES AND INSTRUCTIONS

# Advertisement sizes, prices and instructions



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.

Contact: Silja Levonen, +358 10 230 8495 / [virat.laakarilehti@punamusta.com](mailto:virat.laakarilehti@punamusta.com)

AD	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 €
3/8 page vertical	80 x 175 mm	1 600 €
1/4 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](mailto: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.

# INSERTS

INSERT STYLES, PRICES AND INSTRUCTIONS



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

**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.**

# Insert styles, prices and instructions

## INSERT STYLES

### TIP-IN

- min. 115 x 160 mm
- max 205 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 and larger 150–250 g/m<sup>2</sup>

### GUMMED

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

Ask your salesperson for more information.

## QUESTIONS ABOUT TECHNICAL MATTERS REGARDING INSERTS

Sari Vaittinen

+358 10 230 8421

[sari.vaittinen@punamusta.com](mailto:sari.vaittinen@punamusta.com) tai [prepress@punamusta.com](mailto:prepress@punamusta.com)

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.

## 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](mailto: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

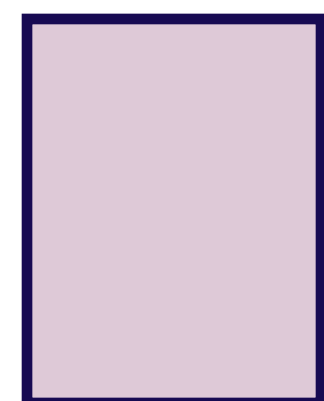
- Finnish Medical Journal and the issue number
- Number of inserts delivered
- If inserts for several issues are included in the same delivery, all issue numbers must be marked.
- Any different versions must be separated and clearly marked.

# EDUCATION, CONFERENCE AND GRANT ADVERTISEMENTS

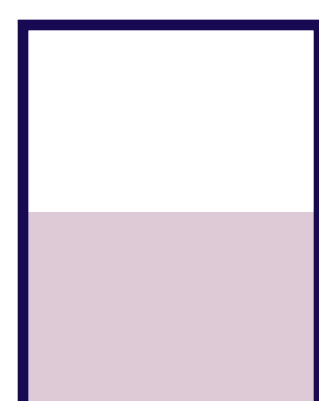
ADVERTISEMENT SIZES, PRICES AND  
INSTRUCTIONS

# Advertisement sizes, prices and instructions

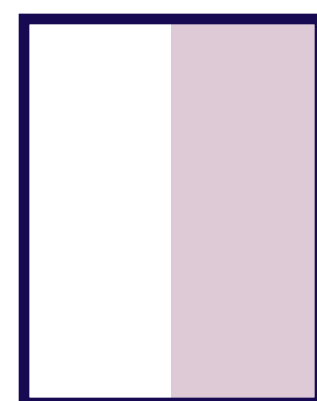
## STANDARD SIZES



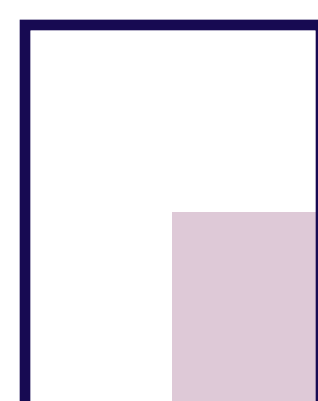
1/1 page  
210 x 280 mm  
(with margins)



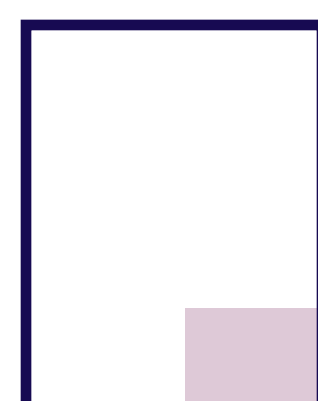
1/2 page  
170 x 115 mm



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](mailto: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](mailto:pm.laakarilehti@punamusta.com) and [laakarikompassi@laakariliitto.fi](mailto: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](https://laakarilehti.fi/kalenteri)

- Advertisements for grants can also be e-mailed to [apurahat@laakarilehti.fi](mailto:apurahat@laakarilehti.fi)
- Advertisement times can be found at [www.laakarilehti.fi/ilmoittajalle](https://www.laakarilehti.fi/ilmoittajalle)

## FURTHER INFORMATION:

Noora Järvinen  
tel. +358 40 455 2579  
[noora.jarvinen@laakarilehti.fi](mailto:noora.jarvinen@laakarilehti.fi)

Hilkka Yletyinen  
tel. +358 40 455 2582  
[hilkka.yletyinen@laakarilehti.fi](mailto:hilkka.yletyinen@laakarilehti.fi)

# Media sales and Finnish Medical Journal information

## SALES & RESERVATIONS

Katrin Penttinen  
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Aku Karasti  
puh. +358 400 699 929  
[aku.karasti@laakariliitto.fi](mailto:aku.karasti@laakariliitto.fi)

## DELIVERY OF MATERIALS & SALES SUPPORT

Heidi Skog  
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## JOB ADVERTISEMENTS - ADVERTISEMENT RESERVATIONS

Silja Levonen  
puh. +358 10 230 8495  
[virat.laakarilehti@punamusta.com](mailto:virat.laakarilehti@punamusta.com)

COMPLAINTS Within 8 days of the date of publication.

CANCELLATION OF  
ADVERTISEMENTS  
[Read Cancellations Terms](#)

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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Tuomas Keränen

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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](mailto:prepress@punamusta.com)

FINNISH MEDICAL JOURNAL  
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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 €