

HAMMASLÄÄKÄRI

www.hammaslaakarilehti.fi

Media kit 2024

Finnish Dental Journal disseminates new information regarding the field of dentistry, follows development of healthcare policy and related fields, provides an important forum for dentists, and is an official publication of the Finnish Dental Association. The journal is sent to all dentists and students of dentistry who are members of the Finnish Dental Association. The journal is also subscribed by other professionals in the field as well as libraries. Finnish Dental Journal has an active website at www.hammaslaakarilehti.fi and in 2024 the journal will start publishing its own newsletter.

Publication & material deadlines 2024

Issue	Publication	Booking	Material	Inserts
1	26.1.	3.1.	8.1.	12.1.
2	23.2.	31.1.	5.2.	9.2.
3	22.3.	28.2.	4.3.	8.3.
4	19.4.	27.3.	2.4.	5.4.
5	17.5.	24.4.	29.4.	3.5.
6-7	14.6.	22.5.	27.5.	31.5.
8	23.8.	2.8.	5.8.	9.8.
9	20.9.	28.8.	2.9.	6.9.
10	18.10.	25.9.	30.9.	4.10.
11	15.11.	23.10.	28.10.	1.11.
12	13.12.	20.11.	25.11.	29.11.

Theme issues

1/24 - 4/24 Nordic theme issues
 Nordic theme of the year: Oral Medicine

4/24 Apollonia Symposium

10/24 The fair issue: Finnish Dental Congress & Exhibition 2024 –
 Tandläkartagarna 2024

”With Finnish Dental Journal you can stay well up to date on health and social services reform, equipment and research, among other topics.”

Reader of the Finnish Dental Journal

Source: ADAM Reader Research, 2023

87%

of the readers tell that Finnish Dental Journal is a quite or very important source of information in the whole field.

Source: ADAM Reader Research, 2023

”The magazine has an appropriate ratio of practical and scientific articles. Small stories about colleagues are also always interesting.”

Reader of the Finnish Dental Journal

Source: ADAM Reader Research, 2023

91%

preferably read a printed Finnish Dental Journal, and look for additional information from the magazine’s website.

Source: ADAM Reader Research, 2023



Advertising rates

Front cover	4420 €
Covers 2 & 4	3020 €
1/1 page	2930 €
2/3 page	2510 €
1/2 page	2290 €
1/3 page	1740 €
1/4 page	1610 €
1/6 page	1440 €

Special placement fee 5 %

Inserts

4-pages	5460 €
2-pages	2790 €

Other inserts by an offer request

Jobs & events

1/1 page	1640 €
2/3 page	1020 €
1/2 page	880 €
1/3 page	500 €
1/3 page (2 columns wide)	500 €
1/4 page	410 €
1/6 page	290 €

Colour surcharge 320 €. Does not apply to logos.

Other small ads (price/line)

Members	16 €
Others	20 €

Service directory (price/year)

2 modules (55 x 60 mm)	2190 €
1 module (55 x 30 mm)	1460 €

The service directory will be published in each issue as well as on the magazine's website.

Authorised media agencies will receive -5% discount on the prices. Discount does not apply to the following advertisements: inserts, jobs, events, training, other small ads and service directory.

The journal is not liable to VAT.

Cancellation policy

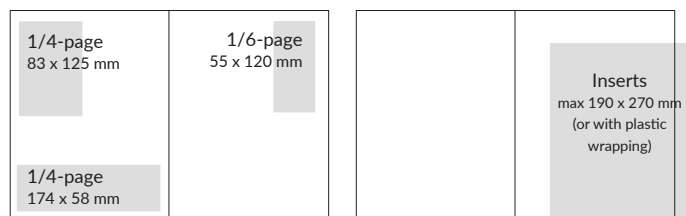
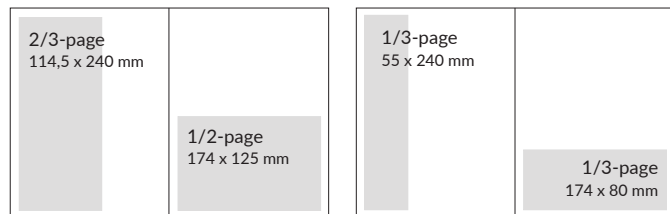
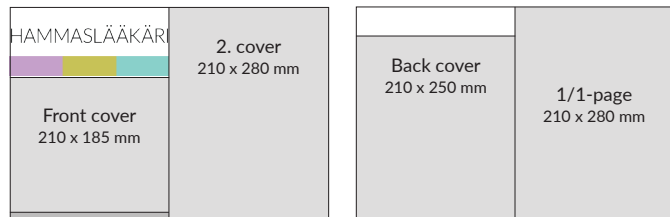
Cancellations of bookings must be made by the booking date stated in the schedule.

Magazine subscription

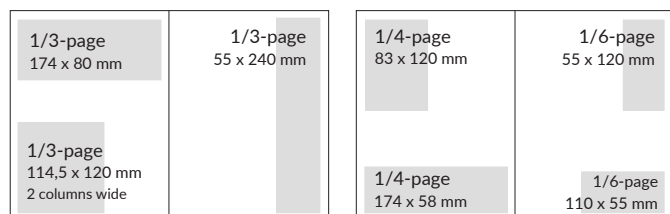
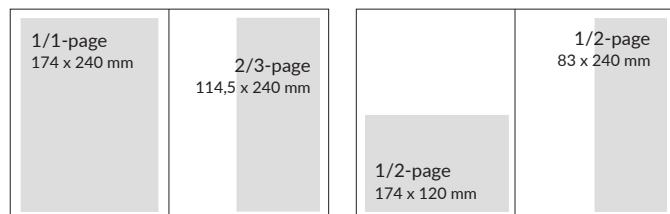
Annual subscription 200 €

Dental nurses / oral hygienists 125 €

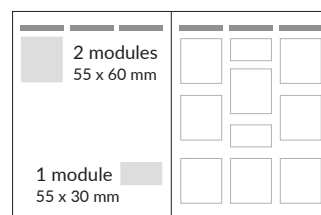
Advertisement sizes



Jobs & events



Service directory (print + online)



The service directory will be published in each issue as well as on the magazine's website.



Finnish Dental Journal's newsletter

Finnish Dental Journal's newsletter contains commercial visibility opportunities that help you reach the target group of dentists in a brand-new way.

Advertising positions

Upper board: 1850 € / newsletter

Center board: 1650 € / newsletter

Material information

Material format: jpg, gif or png

Please send a link along with the material.

The materials must be delivered 10 business days before the publication.

Publication

7.2.

6.3.

3.4.

30.4.

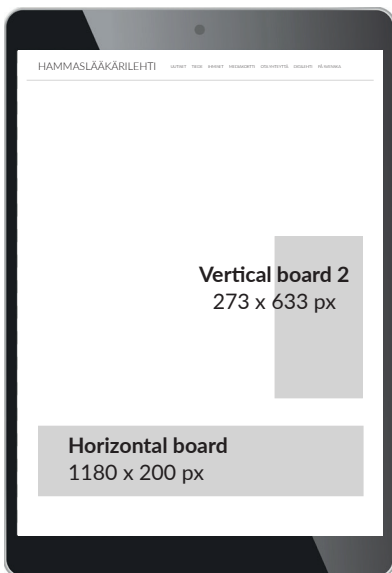
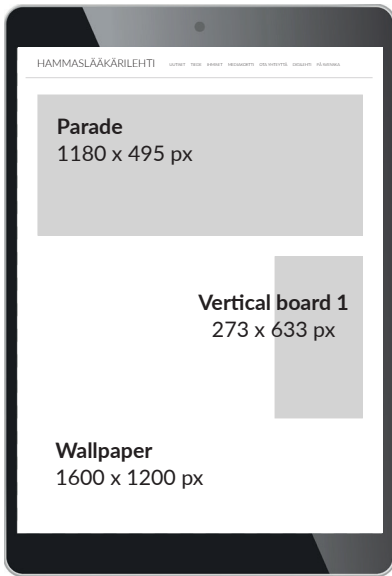
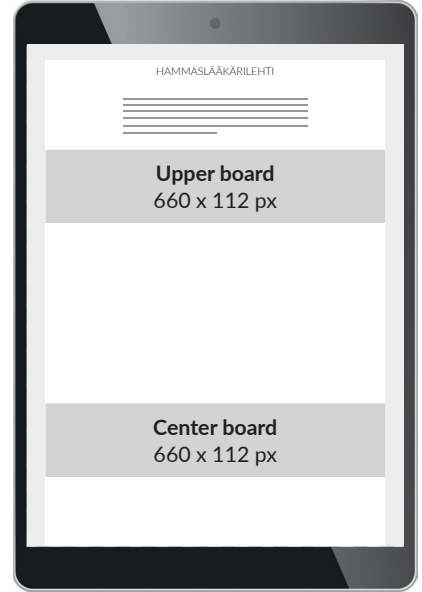
29.5.

4.9.

2.10.

30.10.

27.11.



www.hammaslaakarilehti.fi

Rates

Wallpaper	3025 € / 4 weeks
Parade	1210 € / 4 weeks
Horizontal board	910 € / 4 weeks
Vertical board (1)	730 € / 4 weeks
Vertical board (2)	730 € / 4 weeks

Material format: jpg, gif or png

Please send a link along with the material.

The materials must be delivered 5 business days before the start of the campaign.

Visibility of the banners on the website

Parade - Massive visibility at the top of the front page

Horizontal board - Visibility on the front page, category pages (not science) and article pages

Vertical board 1 & 2 - Visibility on the front page, category pages (not science) and article pages

Banners work on the so-called carousel principle. A maximum of two different advertisers can run in one banner slot at the same time. In this case, the banners will alternate on pageloads, so that both advertisers get the same amount of visibility. If there is only one advertiser, naturally only this banner will be shown.

Technical information

Magazine size	210 x 280 mm
Print area	210 x 280 mm (inside margins 174 x 240 mm)
Front cover ad space	210 x 185 mm
Back cover ad space	210 x 250 mm
Number of columns	3
Column breadth	55 mm, margin between columns 4,5 mm
Printing method	Offset
Scanning density	b&w 48 lines, 4-color 60 lines
Print house	PunaMusta Oy Kosti Aaltosen tie 9 80140 Joensuu, Finland www.punamusta.com
Material requirement	EPS, JPG or PDF files (embedded fonts or converted into paths) CMYK 2400 dpi Graphics 300 dpi (CMYK, TIFF, JPG or EPS)
Cutting margins	3 mm (5 mm to the right side of the front cover)
Material transfer	oona.lusikka@hammaslaakariliitto.fi
Delivery of inserts	A PDF version of all the inserts must be sent in advance to: oona.lusikka@hammaslaakariliitto.fi Pre-printed inserts must be sent directly to the print house: PunaMusta Oy Jälkikäsittely Kosti Aaltosen tie 9 80140 Joensuu FINLAND Please add the following details to the package: - insert, Suomen Hammaslääkärilehti - issue number (xx/24) - amount of inserts (xxxx pcs) - sender's contact information Excess inserts will be discarded after binding, unless otherwise agreed.
Binding	Glue binding
Printing paper	UPM Star Matt 1.2 60 g
Cover paper	UPM Finesse Gloss 130 g
Further information	www.hammaslaakarilehti.fi

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Banks

Nordea FI60 2199 1800 1554 05 EUR
BIC: NDEAFIHH

Danske Bank FI26 8000 1700 0782 65 EUR
BIC: DABAFIHH

Impression and distribution

7 700 pcs

Publisher

Finnish Dental Association

