

HAMMASLÄÄKÄRI

www.hammaslaakarilehti.fi



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. All members of the Finnish Dental Association receive the journal as a member benefit. 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 from 2024, the journal started publishing its own newsletter.

Publication & material deadlines 2026

Issue	Publication	Booking	Material	Inserts
1	23.1.	31.12.2025	5.1.	8.1.
2	20.2.	28.1.	2.2.	5.2.
3	20.3.	25.2.	2.3.	5.3.
4	17.4.	24.3.	27.3.	31.3.
5	15.5.	21.4.	24.4.	28.4.
6-7	12.6.	20.5.	25.5.	28.5.
8	21.8.	29.7.	3.8.	6.8.
9	18.9.	26.8.	31.8.	3.9.
10	16.10.	23.9.	28.9.	1.10.
11	13.11.	21.10.	26.10.	29.10.
12	11.12.	18.11.	23.11.	26.11.

Theme issues

1/26 - 4/26 Nordic theme issues

Nordic theme of the year: Forensic odontology

4/26 Apollonia Symposium

10/26 The fair issue:

Finnish Dental Convention & Exhibition 2026 – Tandläkardagarna 2026

93 %

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

“The Finnish Dental Journal plays a key role in keeping me informed about the general developments in the field.”

Reader of the Finnish Dental Journal

71 %

of readers have followed the Finnish Dental Journal for over 5 years.

“The Finnish Dental Journal is the only channel that regularly provides information on topics related to our profession.”

Reader of the Finnish Dental Journal

Source: ADAM Reader Research, 2025

Advertising rates

Front cover	4770 €
Covers 2 & 4	3270 €
1/1 page	3170 €
2/3 page	2710 €
1/2 page	2480 €
1/3 page	1880 €
1/4 page	1740 €
1/6 page	1560 €

Special placement fee: 5%

Loose inserts

4-pages	6130 €
2-pages	3130 €

Other inserts and special solutions by an offer request

Jobs & events (b&w)

1/1 page	1780 €
2/3 page	1100 €
1/2 page	960 €
1/3 page	540 €
1/3 page (2 columns wide)	540 €
1/4 page	450 €
1/6 page	310 €

Colour surcharge 330 €. Does not apply to logos.

Other small ads (price/line)

Members	18 €
Others	22 €

Service directory (price/year)

2 modules (55 x 60 mm)	2370 €
1 module (55 x 30 mm)	1580 €

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.

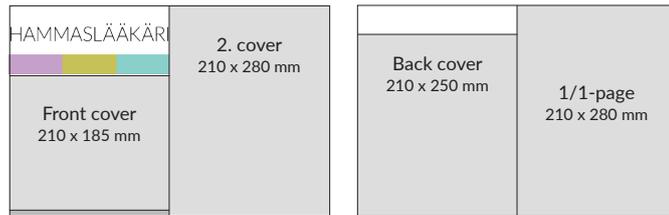
Cancellation policy

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

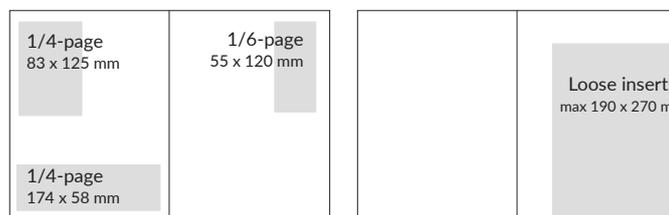
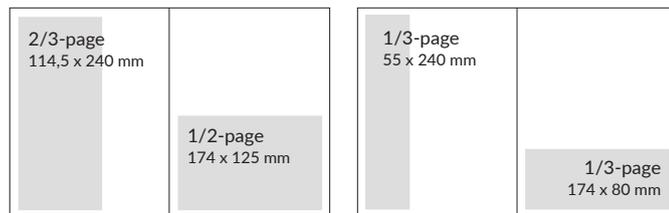
Magazine subscription (print magazine)

Annual subscription	225 €
Annual subscription for oral hygienists and dental nurses	150 €

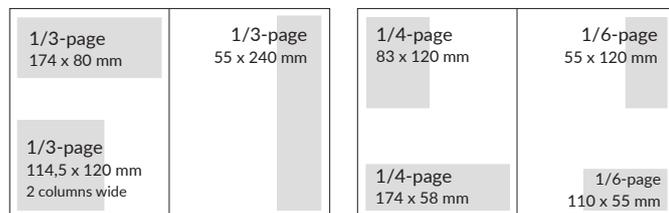
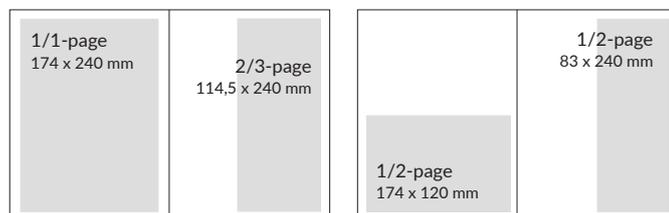
Advertisement sizes



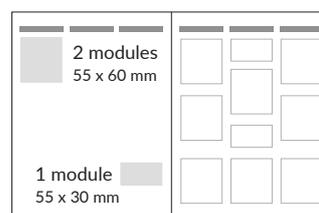
Bleed: 3 mm (5 mm to the right edge of the front cover)



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

In addition to its customized content, Finnish Dental Journal's newsletter contains wonderful commercial visibility opportunities that help you reach the target group of dentists effectively. The newsletter is sent to approximately 6000 dentists and its open rate is on average 58%.

Advertising positions

Upper board: 1920 € / newsletter

Center board: 1720 € / newsletter

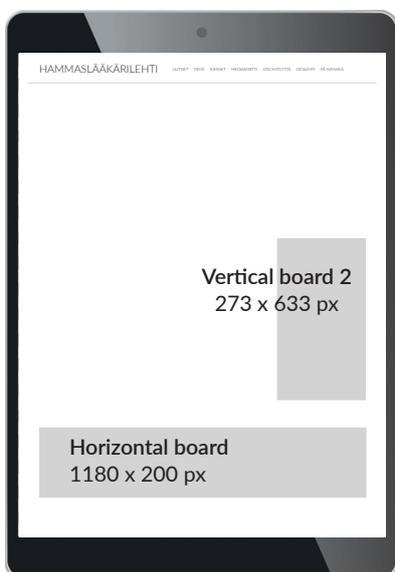
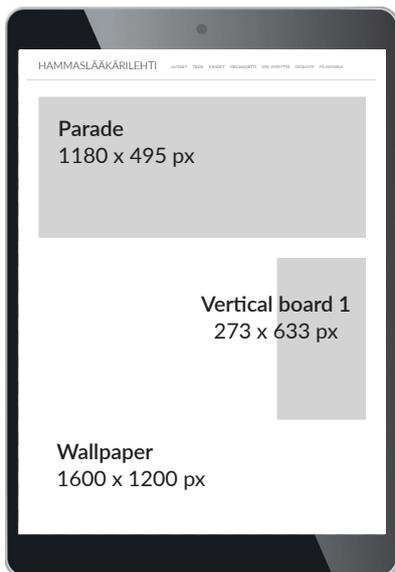
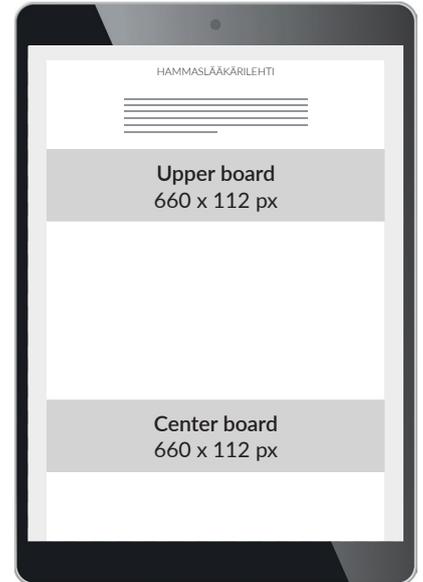
Material information

Material format: jpg, gif or png

Please send a link along with the material.

Publication Material

7.1.	31.12.25
4.2.	28.1.
4.3.	25.2.
1.4.	25.3.
29.4.	22.4.
27.5.	20.5.
5.8.	29.7.
2.9.	26.8.
30.9.	23.9.
28.10.	21.10.
25.11.	18.11.



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Rates

Wallpaper	3660 € / 4 weeks
Parade	1460 € / 4 weeks
Horizontal board	1100 € / 4 weeks
Vertical board (1)	940 € / 4 weeks
Vertical board (2)	880 € / 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)
Bleed	3 mm (5 mm to the right edge 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/26) - 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	oona.lusikka@hammaslaakariliitto.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

7 500 pcs

Publisher

Finnish Dental Association

