

# HAMMASLÄÄKÄRI

[www.hammaslaakarilehti.fi](http://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](http://www.hammaslaakarilehti.fi) and from 2024, the journal started publishing its own newsletter.



## 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.

We reserve the right to revise the price in the event of increased postal costs.

### 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.

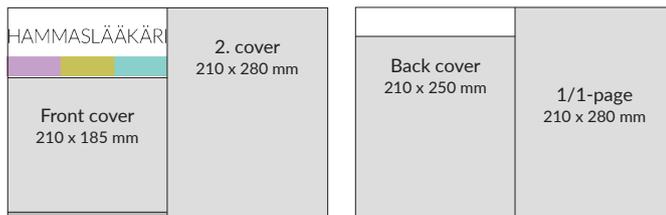
### Cancellation policy

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

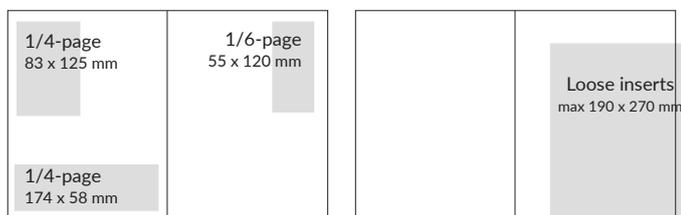
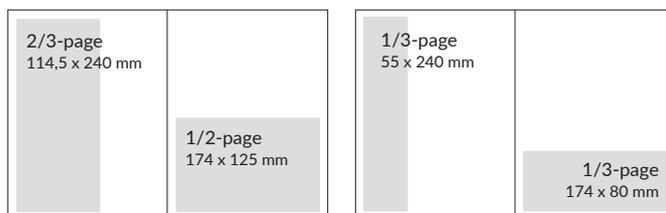
### Magazine subscription (print magazine)

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

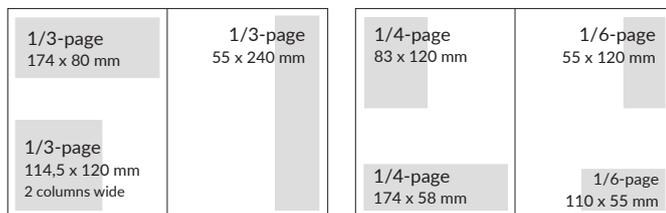
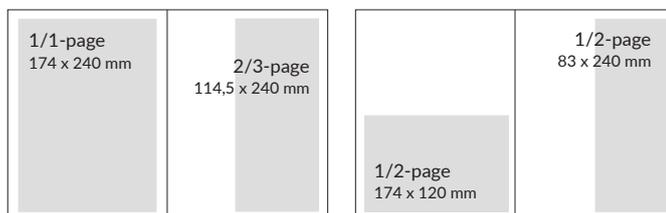
## Advertisement sizes



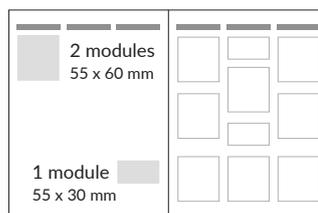
Bleed: 3 mm (5 mm to the right edge of the front cover)



### 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

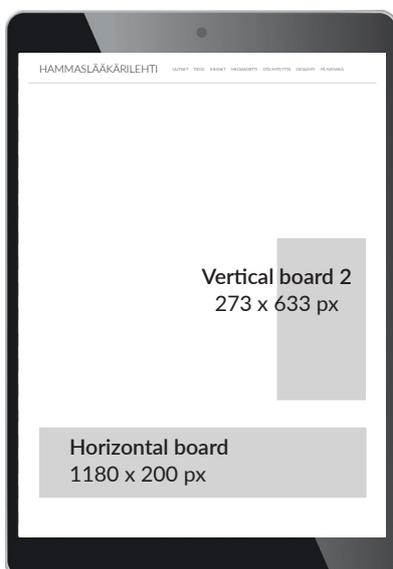
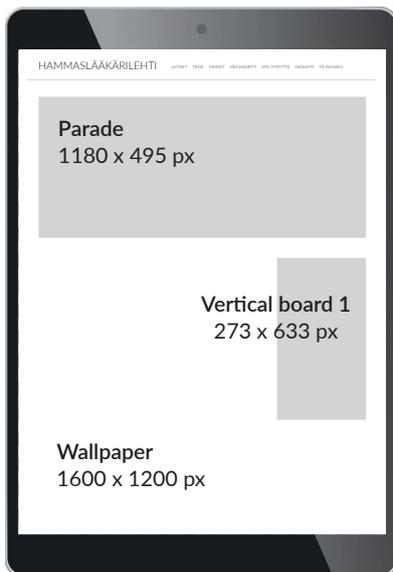
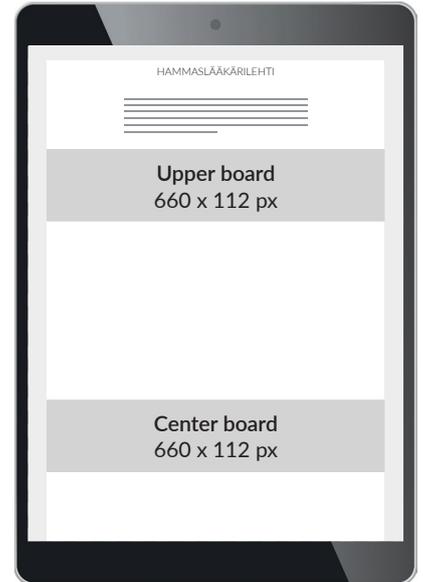
## Material information

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.



## [www.hammaslaakarilehti.fi](http://www.hammaslaakarilehti.fi)

### 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

<b>Magazine size</b>	210 x 280 mm
<b>Print area</b>	210 x 280 mm (inside margins 174 x 240 mm)
<b>Front cover ad space</b>	210 x 185 mm
<b>Back cover ad space</b>	210 x 250 mm
<b>Number of columns</b>	3
<b>Column breadth</b>	55 mm, margin between columns 4,5 mm
<b>Printing method</b>	Offset
<b>Scanning density</b>	b&w 48 lines, 4-color 60 lines
<b>Print house</b>	PunaMusta Oy Kosti Aaltosen tie 9 80140 Joensuu, Finland www.punamusta.com
<b>Material requirement</b>	EPS, JPG or PDF files (embedded fonts or converted into paths) CMYK 2400 dpi Graphics 300 dpi (CMYK, TIFF, JPG or EPS)
<b>Bleed</b>	3 mm (5 mm to the right edge of the front cover)
<b>Material transfer</b>	oona.lusikka@hammaslaakariliitto.fi
<b>Delivery of inserts</b>	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.
<b>Binding</b>	Glue binding
<b>Printing paper</b>	UPM Star Matt 1.2 60 g
<b>Cover paper</b>	UPM Finesse Gloss 130 g
<b>Further information</b>	oona.lusikka@hammaslaakariliitto.fi

## Advertising Sales

Oona Lusikka  
Key Account Manager  
Tel. +358 44 016 1188  
oona.lusikka@hammaslaakariliitto.fi

## Editor-in-Chief

Heli Mikkola  
Finnish Dental Association

## Scientific Editor-in-Chief

Mataleena Parikka, Docent, DDS, PhD  
Finnish Dental Society Apollonia

## Sub-editor

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juha.korhonen@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

