HAMMASLÄÄKÄRI

MEDIA KIT 2027

www.hammaslaakarilehti.fi



Finnish Dental Journal is the only Finnish-language professional and scientific journal dedicated to dental science, oral healthcare, and current issues of the dental profession. Members of the Finnish Dental Association receive the journal as a membership benefit. The journal is also subscribed to by other oral healthcare professionals and libraries. Finnish Dental Journal maintains an active website at www.hammaslaakarilehti.fi, and since 2024, it has also published its own newsletter, which has established itself as a well-read communications channel within the field.

Publication & material deadlines 2027

Issue	Publication	Booking	Material	Inserts
1	22.1.	30.12.2026	4.1.	7.1.
2	19.2.	27.1.	1.2.	4.2.
3	19.3.	24.2.	1.3.	4.3.
4	16.4.	23.3.	25.3.	1.4.
5	14.5.	20.4.	23.4.	28.4.
6-7	11.6.	19.5.	24.5.	27.5.
8	20.8.	28.7.	2.8.	5.8.
9	17.9.	25.8.	30.8.	2.9.
10	15.10.	22.9.	27.9.	30.9.
11	12.11.	20.10.	25.10.	28.10.
12	10.12.	16.11.	19.11.	24.11.

Special issues

Nordic theme articles will be published in the spring issues.
Nordic theme of the year: Nordic Pediatric Dentistry

4/27 Apollonia Symposium

10/27 The fair issue:
Finnish Dental Convention & Exhibition 2027 – Tandläkardagarna 2027

92 %

of readers want to read the Finnish Dental Journal's content through the printed magazine.

"The magazine is excellent overall: it strikes the right balance between scientific articles and lighter content."

Reader of the Finnish Dental Journal

93 %

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

"An informative magazine with content that is interesting from a professional perspective. Stylish design."

Reader of the Finnish Dental Journal

Source: ADAM Reader Research, 2025







Advertising rates

Front cover	4960 €
Covers 2 & 4	3400 €
1/1 page	3300 €
2/3 page	2820 €
1/2 page	2580 €
1/3 page	1960 €
1/4 page	1810 €
1/6 page	1620 €

Special placement fee: 5%

Loose inserts

4-pages	6620 €
2-pages	3380 €

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	1850 €
2/3 page	1140 €
1/2 page	1000 €
1/3 page	560 €
1/3 page (2 columns wide)	560 €
1/4 page	470 €
1/6 page	320 €

Colour surcharge 330 €. Does not apply to logos.

Other small ads (price/line)

Members	19 €
Others	23 €

Service directory (price/year)

2 modules (55 x 60 mm)	2460 €
1 module (55 x 30 mm)	1640 €

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.

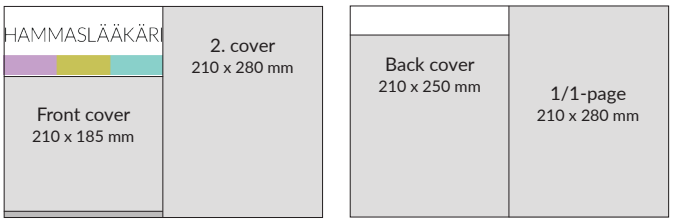
Cancellation policy

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

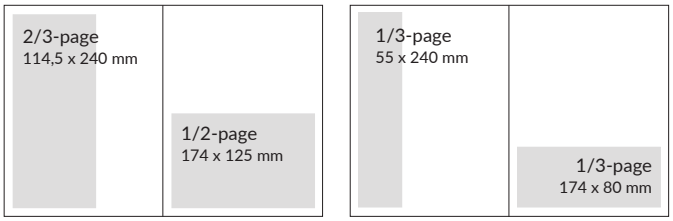
Magazine subscription (print magazine)

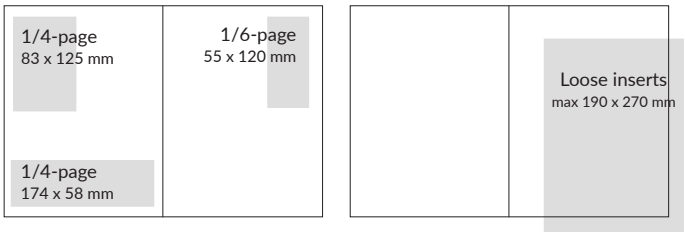
Annual subscription	240 €
Annual subscription for oral hygienists and dental nurses	170 €

Advertisement sizes

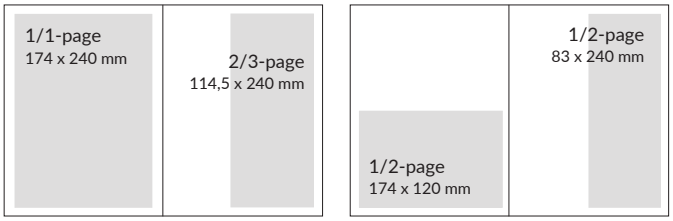


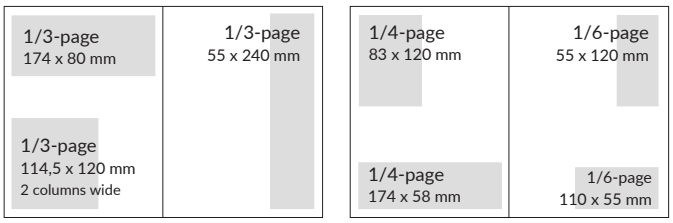
Bleed: 3 mm (5 mm to the right edge of the front cover)



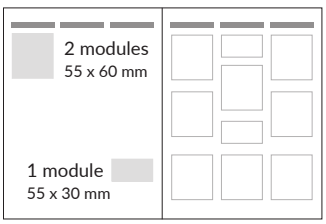


Jobs & events

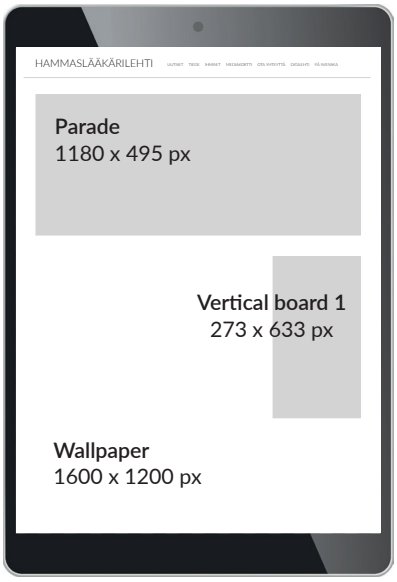


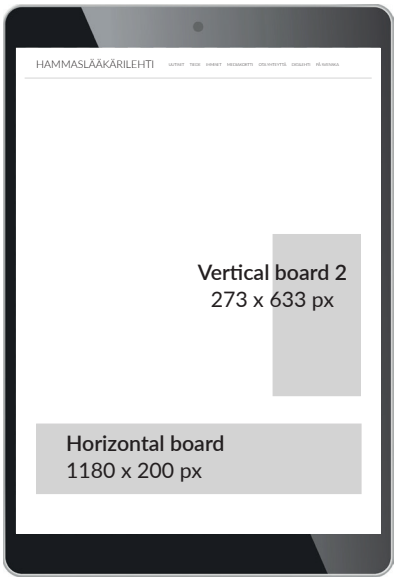


Service directory (print + online)



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





www.hammaslaakarilehti.fi

Rates

Wallpaper	3810 € / 4 weeks
Parade	1520 € / 4 weeks
Horizontal board	1140 € / 4 weeks
Vertical board 1	980 € / 4 weeks
Vertical board 2	920 € / 4 weeks

Material requirement: 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

Wallpaper - Booked exclusively together with the parade

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 (excl. wallpaper) work on a 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 page loads, so that both advertisers get the same amount of visibility. If there is only one advertiser, naturally only this banner will be shown.

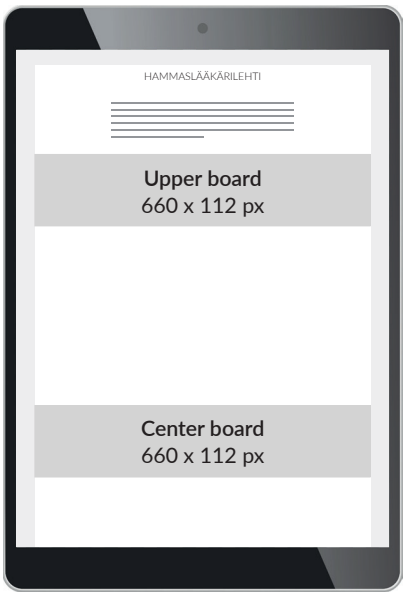
Finnish Dental Journal's newsletter

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: 2000 € / newsletter
Center board: 1790 € / newsletter

Material information
Material requirement: jpg, gif or png
Please send a link along with the material.

Publication	Material
7.1.	30.12.26
3.2.	27.1.
3.3.	24.2.
31.3.	24.3.
28.4.	21.4.
26.5.	19.5.
4.8.	28.7.
1.9.	25.8.
29.9.	22.9.
27.10.	20.10.
24.11.	17.11.



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/27)
- 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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