# 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.

*The Nordic theme will be announced during autumn 2026.*

**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

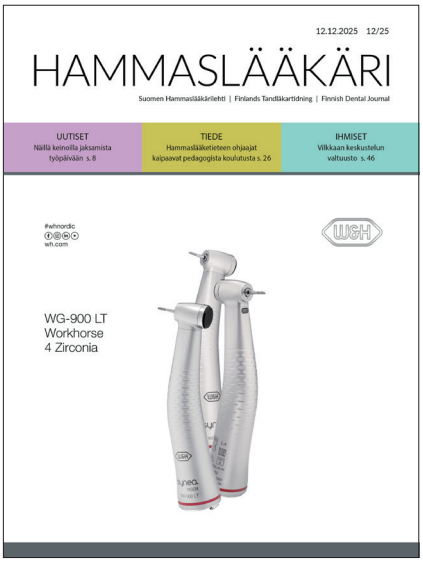
**93 %**

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.

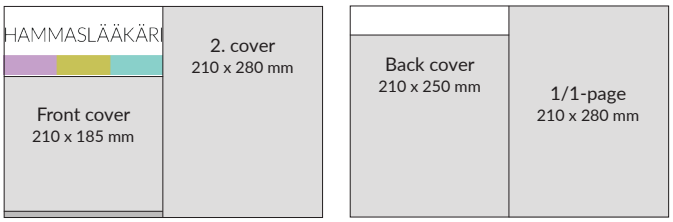
## Cancellation policy

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

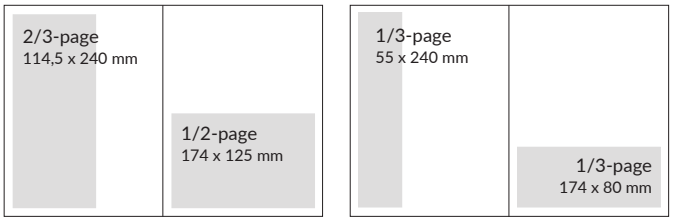
## Magazine subscription (print magazine)

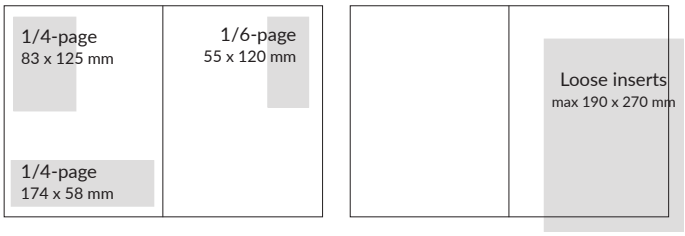
| | |
|---|---|
| Annual subscription | 240 € |
| Annual subscription for oral hygienists and dental nurses | 170 € |

# Advertisement sizes

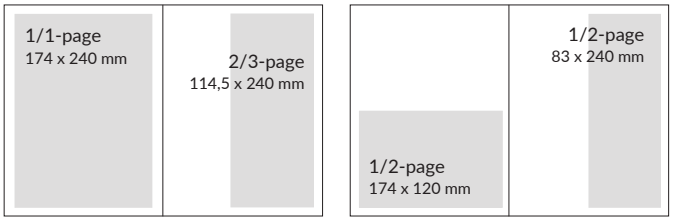


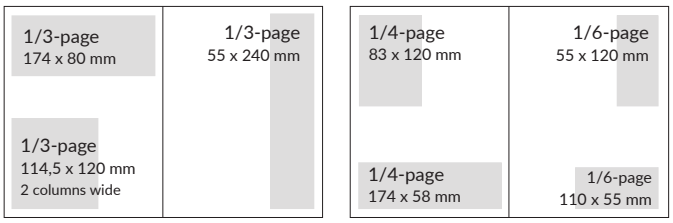

Bleed: 3 mm (5 mm to the right edge of the front cover)



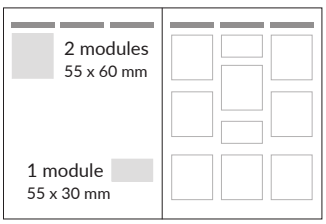




## Jobs & events

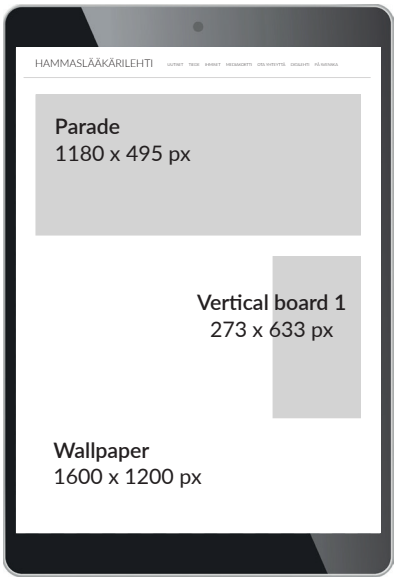


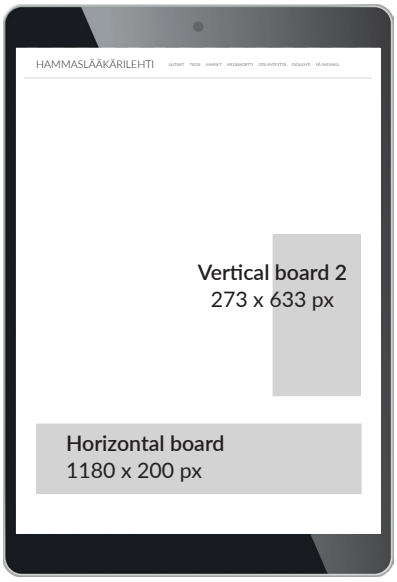




## Service directory (print + online)




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.

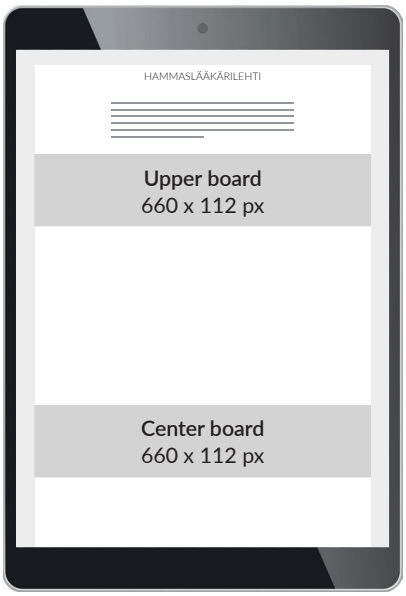
# Finnish Dental Journal's newsletter

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<br>Kosti Aaltosen tie 9<br>80140 Joensuu, Finland<br>www.punamusta.com |
| **Material requirement** | EPS, JPG or PDF files<br>(embedded fonts or converted into paths)<br>CMYK 2400 dpi<br>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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**Banks**
Nordea FI60 2199 1800 1554 05 EUR
BIC: NDEAFIHH

Danske Bank FI26 8000 1700 0782 65 EUR
BIC: DABAFIHH

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7 000 pcs

**Publisher**
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Finlands Tandläkarförbund

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