

HAMMASLÄÄKÄRI

■ Suomen Hammaslääkärilehti ■ Finlands Tandläkartidning ■ Finnish Dental Journal

Publication and material schedules

	Publication	Reservations	Material
1	5.1.18	5.12.17	11.12.17
2	26.1.18	3.1.18	8.1.18
3	16.2.18	24.1.18	29.1.18
4	9.3.18	14.2.18	19.2.18
5	6.4.18	12.3.18	15.3.18
6	4.5.18	10.4.18	13.4.18
7	1.6.18	9.5.18	14.5.18
8	21.6.18	29.5.18	1.6.18
9	24.8.18	28.6.18	6.8.18
10	14.9.18	22.8.18	27.8.18
11	5.10.18	12.9.18	17.9.18
12	26.10.18	3.10.18	8.10.18
13	16.11.18	23.10.18	29.10.18
14	7.12.18	13.11.18	16.11.18

Theme



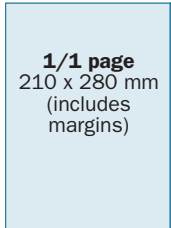
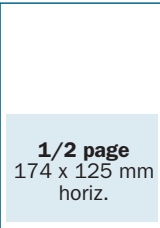
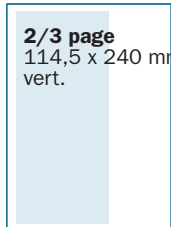
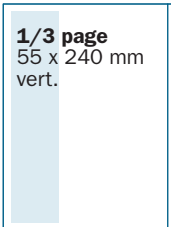

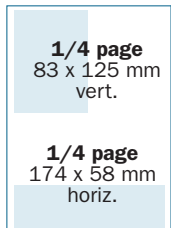
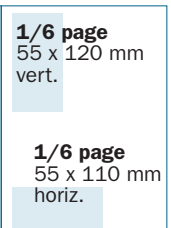
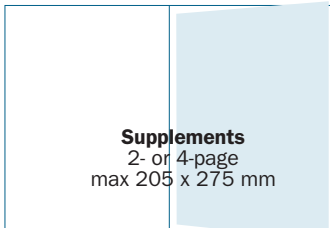
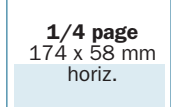
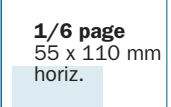
5/18 Apollonia Symposium 2018

13/18 Finnish Dental Congress and Exhibition 2018 –
Tandläkardagarna 2018, Trade-fair issue 2018

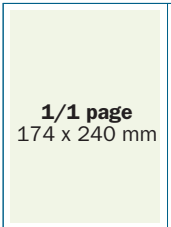
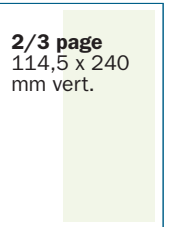

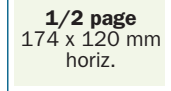
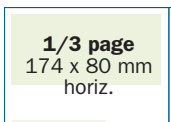
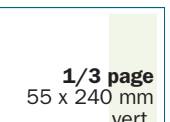
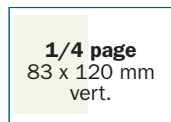
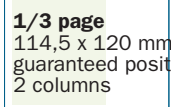
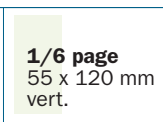
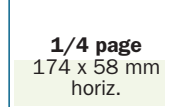
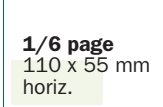


Advertisement sizes

Product advertisements

 Front cover 210 x 185 mm	 Back cover 210 x 260 mm	 1/1 page 210 x 280 mm (includes margins)	 1/2 page 174 x 125 mm horiz.
 2/3 page 114,5 x 240 mm vert.		 1/3 page 55 x 240 mm vert.	 1/3 page 174 x 80 mm horiz.
 1/4 page 83 x 125 mm vert.	 1/6 page 55 x 120 mm vert.		 Supplements 2- or 4-page max 205 x 275 mm
 1/4 page 174 x 58 mm horiz.	 1/6 page 55 x 110 mm horiz.		

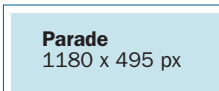

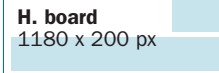
Job advertisements

 1/1 page 174 x 240 mm	 2/3 page 114,5 x 240 mm mm vert.	 1/2 page 83 x 240 mm vert.
		 1/2 page 174 x 120 mm horiz.
 1/3 page 174 x 80 mm horiz.	 1/3 page 55 x 240 mm vert.	 1/4 page 83 x 120 mm vert.
 1/3 page 114,5 x 120 mm guaranteed position, 2 columns		 1/6 page 55 x 120 mm vert.
		 1/4 page 174 x 58 mm horiz.
		 1/6 page 110 x 55 mm horiz.

Website

Parade 1 000 € / 4 weeks
Horizontal board 750 € / 4 weeks
Vertical board 600 € / 4 weeks
Wallpaper 2 500€ / 4 weeks

Format: jpg, gif or png

 Parade 1180 x 495 px
 V. board 273 x 633 px
 H. board 1180 x 200 px

Advertising rates

Product advertisements

Front cover	4 010 €
Covers 2 & 4	2 740 €
1/1 page	2 660 €
2/3 page	2 270 €
1/2 page (only horiz.)	2 080 €
1/3 page	1 570 €
1/4 page	1 460 €
1/6 page, horiz. or vert.	1 300 €

Supplements

2-side	2 520 €
4-side	4 940 €

Job advertisements

	b&w
1/1 page	1 490 €
2/3 page	920 €
1/2 page horiz. or vert.	810 €
1/3 page horiz. or vert.	460 €
1/3 page, guaranteed position, 2 columns	460 €
1/4 page horiz. or vert.	370 €
1/6 sivu, horiz. or vert.	260 €

Colour surcharge 320 €, does not apply to logos.

Other small ads (price / line)

Members	13 €
Others	17 €

Service index (price / one year)

1 module (55 x 30 mm)	1 320 €
2 modules (55 x 60 mm)	1 990 €

The service index will be published in each issue and on the website.

Authorised media agencies will receive 5% discount on the price. Discount does not apply to the following products: supplements, job advertisements, other small ads, service index. The journal is not liable to VAT.

Annual subscription

	185 €
Dental nurses / oral hygienists	110 €

Specifications

Size	210 x 280 mm
Type 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 260 mm
Number of columns	3
Column width	55 mm, margin between columns 4,5 mm
Printing method	Offset
Scanning density	b&w 48 lines, 4-colour 60 lines
Printed by	Forssa Print Oy, Esko Aaltosen katu 2, FI-30100 Forssa, Finland Tel. +358 3 41 551, fax +358 3 415 5726 fkip@forssaprint.fi, www.forssaprint.fi
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
Material transfer	oona.lusikka@hammaslaakarilehti.fi
Supplements	Pre-printed supplements should be sent directly to the printing house: Forssa Print, Post-Processing, Helsingintie 22, FI-30100 Forssa, Finland. Send the pre-printed material, along with the following details: Hammaslääkärilehti, the issue, the number of supplements and your contact information. Unless otherwise agreed upon, excess supplements will be disposed of after binding. Send a sample of the supplements to: Hammaslääkärilehti, Oona Lusikka, Malminkatu 30, 4. krs, FI-00100 Helsinki
Binding	Adhesive binding
Printing paper	Novapress Silk 80 g/m ²
Cover	Galerie Art Gloss 135 g/m ²
Further information	www.hammaslaakarilehti.fi

Finnish Dental Journal

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Banks

Danske Bank FI26 8000 1700 0782 65 EUR
BIC: DABAFIHH
Nordea FI60 2199 1800 1554 05 EUR
BIC: NDEAFIHH

Circulation and distribution

Circulation 7 650

The journal is sent out to all of the dentists and students of dentistry who are members of the Finnish Dental Association. The journal is also subscribed to by other professionals in the field, as well as libraries.

Publisher

The Finnish Dental Association



Suomen Hammaslääkäriliitto
Finlands Tandläkarförbund