



# HAMMASLÄÄKÄRI

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

Finnish Dental Journal disseminates new information regarding the field of dentistry, follows developments in healthcare policy and related areas, provides a forum for dentist, and is the official publication of the Finnish Dental Association. 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.

## Publication & material deadlines 2021

Issue	Publication	Booking	Material	Inserts
1	3.1.	8.12.21	13.12.21	16.12.21
2	28.1.	5.1.	10.1.	14.1.
3	18.2	26.1.	31.1.	4.2.
4	11.3.	16.2.	21.2.	25.2.
5	8.4.	16.3.	21.3.	25.3.
6	6.5.	12.4.	14.4.	22.4.
7	27.5.	3.5.	6.5.	12.5.
8	17.6.	25.5.	30.5.	3.6.
9	26.8.	3.8.	8.8.	12.8.
10	16.9.	24.8.	29.8.	2.9.
11	7.10.	14.9.	19.9.	23.9.
12	28.10.	5.10.	10.10.	14.10.
13	18.11.	26.10.	31.10.	4.11.
14	9.12.	15.11.	18.11.	24.11.

### Theme issues

5/22 Apollonia Symposium

3/22, 4/22 & 5/22 Nordic theme issues

Nordic theme of the year: Periodontal and peri-implant diseases

12/22 The fair issue: Finnish Dental Congress & Exhibition 2022 –

Tandlökardagarna 2022

# 97%

of our readers preferably read the Finnish Dental Journal as a printed magazine.

# 65%

of our readers save the Finnish Dental Journal after reading it.

# 22%

of our readers tell they read the Finnish Dental Journal more during the pandemic than before.

Each issue of the Finnish Dental Journal is read an on average

# 2.1

 times.

*“The Finnish Dental Journal supports its readers to stay on top of time, both in terms of science and events. In addition, I feel that I belong to the target audience of the ads, so they also interest me.”*

*Reader of the Finnish Dental Journal*

*“I’m really proud of the magazine and I always bring it to my workplace to the coffee room for other professionals to read.”*

*Reader of the Finnish Dental Journal*

Resources:

ADAM Reader Research, 2021

Reader Research of the Advertising Content of the Finnish Dental Journal 2020

## Advertising rates

Front cover	4130 €
Covers 2 & 4	2820 €
1/1 page	2740 €
2/3 page	2340 €
1/2 page	2140 €
1/3 page	1620 €
1/4 page	1500 €
1/6 page	1340 €

Special placement fee 5%.

### Inserts

4-pages	5100 €
2-pages	2600 €

Larger inserts by an offer request.

### Jobs & events

1/1 page	1530 €
2/3 page	950 €
1/2 page	830 €
1/3 page	470 €
1/3 page (2 columns)	470 €
1/4 page	380 €
1/6 page	270 €

Colour surcharge 320 €. Does not apply to logos.

### Other small ads (price/line)

Members	14 €
Others	18 €

### Service directory (price/year)

1 module (55 x 30 mm)	1360 €
2 modules (55 x 60 mm)	2050 €

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 products: inserts, jobs, events, training, other small ads, and service directory.

The journal is not liable to VAT.

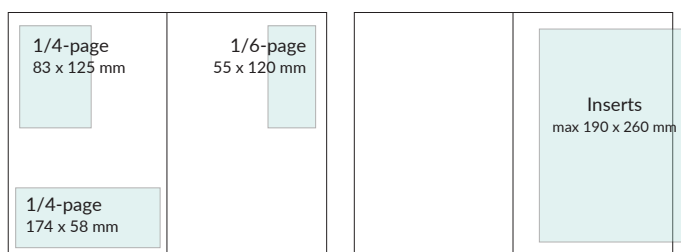
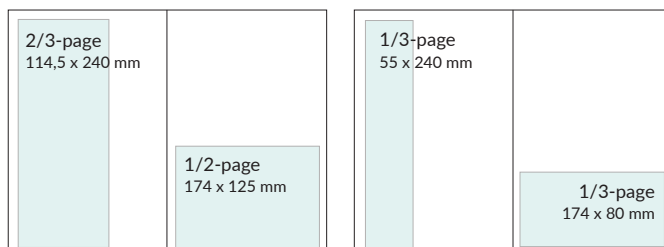
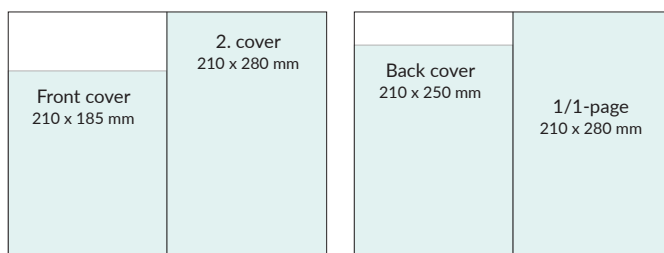
### Cancellation policy

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

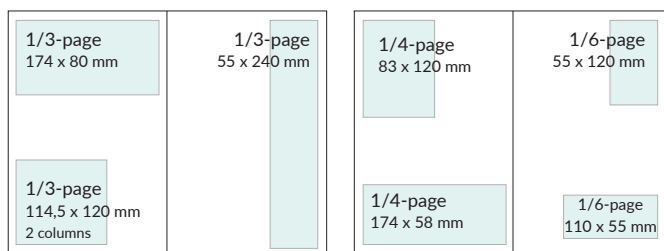
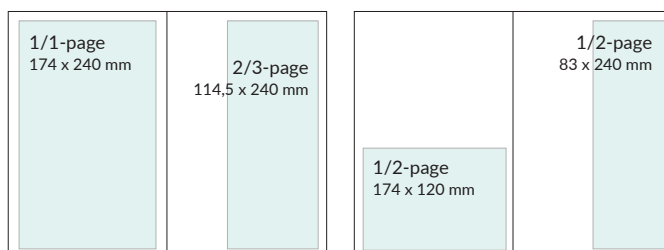
### Magazine subscription

Annual subscription	190 €
Dental nurses / oral hygienists	115 €

## Advertisement sizes



### Jobs & events

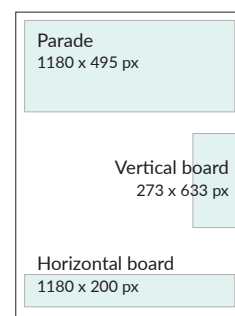


### Online

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

Please send the link as well.



# 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 Tel. 010 230 8400 www.punamusta.com
<b>Material requirement</b>	EPS-, JPG- tai PDF-tiedostot (fontit mukaan tai polkuna) CMYK 2400 dpi Kuvat 300 dpi (CMYK, TIFF, JPG tai EPS)
<b>Cutting margins</b>	3 mm
<b>Material transfer</b>	oona.lusikka@hammaslaakariliitto.fi
<b>Delivery of inserts</b>	Pre-printed inserts must be sent directly to the print house: PunaMusta Oy, jälkikäsitelly Kosti Aaltosen tie 9, FI-80140 Joensuu, Finland
	Please add the following details to the package: Hammaslääkärilehti, issue number, number of inserts and your contact information. Excess inserts will be discarded after binding, unless otherwise agreed.
<b>Binding</b>	Glue binding
<b>Printing paper</b>	UPM Galerie Fine Gloss 70 g
<b>Cover paper</b>	UPM Finesse Gloss 130 g
<b>Further information</b>	www.hammaslaakarilehti.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

Juha Korhonen  
Tel. +358 9 6220 2541  
juha.korhonen@hammaslaakariliitto.fi

## Address

Malminkatu 30, 4th floor,  
FI-00100 Helsinki, Finland  
www.hammaslaakarilehti.fi

## Banks

Nordea FI60 2199 1800 1554 05 EUR  
BIC: NDEAFIHH

Danske Bank FI26 8000 1700 0782 65 EUR  
BIC: DABAFIHH

## Impression and distribution

7 700 pcs

## Publisher

Finnish Dental Association



Suomen Hammaslääkäriliitto  
Finlands Tandläkarförbund