



HAMMASLÄÄKÄRI

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 2022

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 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.

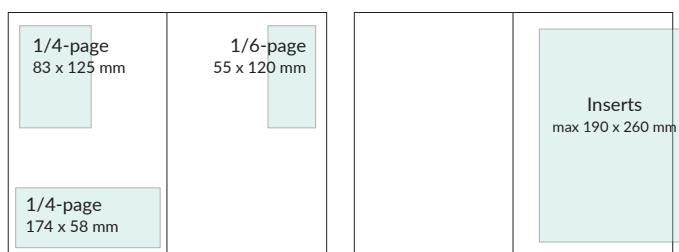
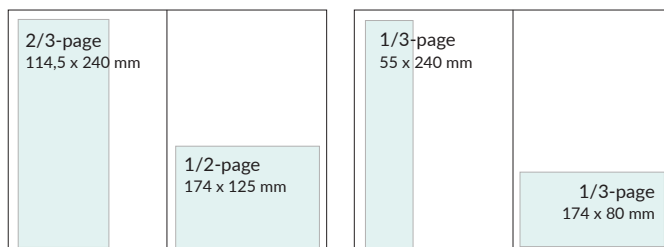
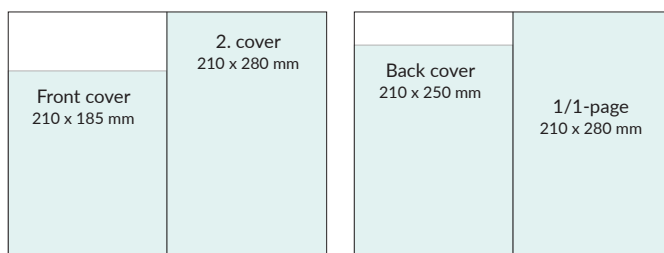
Cancellation policy

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

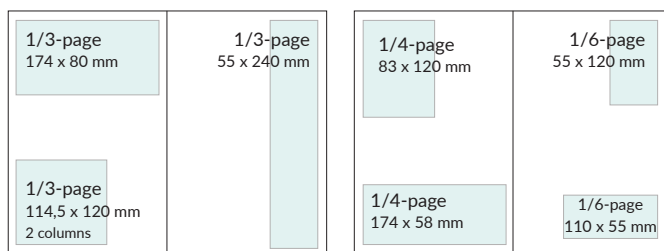
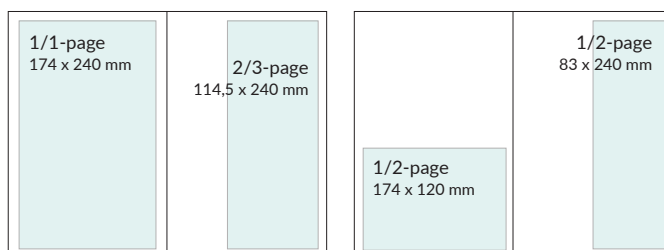
Magazine subscription

Annual subscription	190 €
Dental nurses / oral hygienists	115 €

Advertisement sizes



Jobs & events

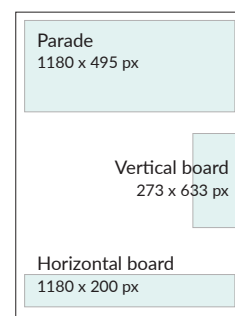


Online

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

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
Tel. 010 230 8400
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)
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Cutting margins	3 mm
Material transfer	oona.lusikka@hammaslaakariliitto.fi
Delivery of inserts	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.

Binding	Glue binding
Printing paper	UPM Galerie Fine Gloss 70 g
Cover paper	UPM Finesse Gloss 130 g
Further information	www.hammaslaakarilehti.fi

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Banks

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7 700 pcs

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