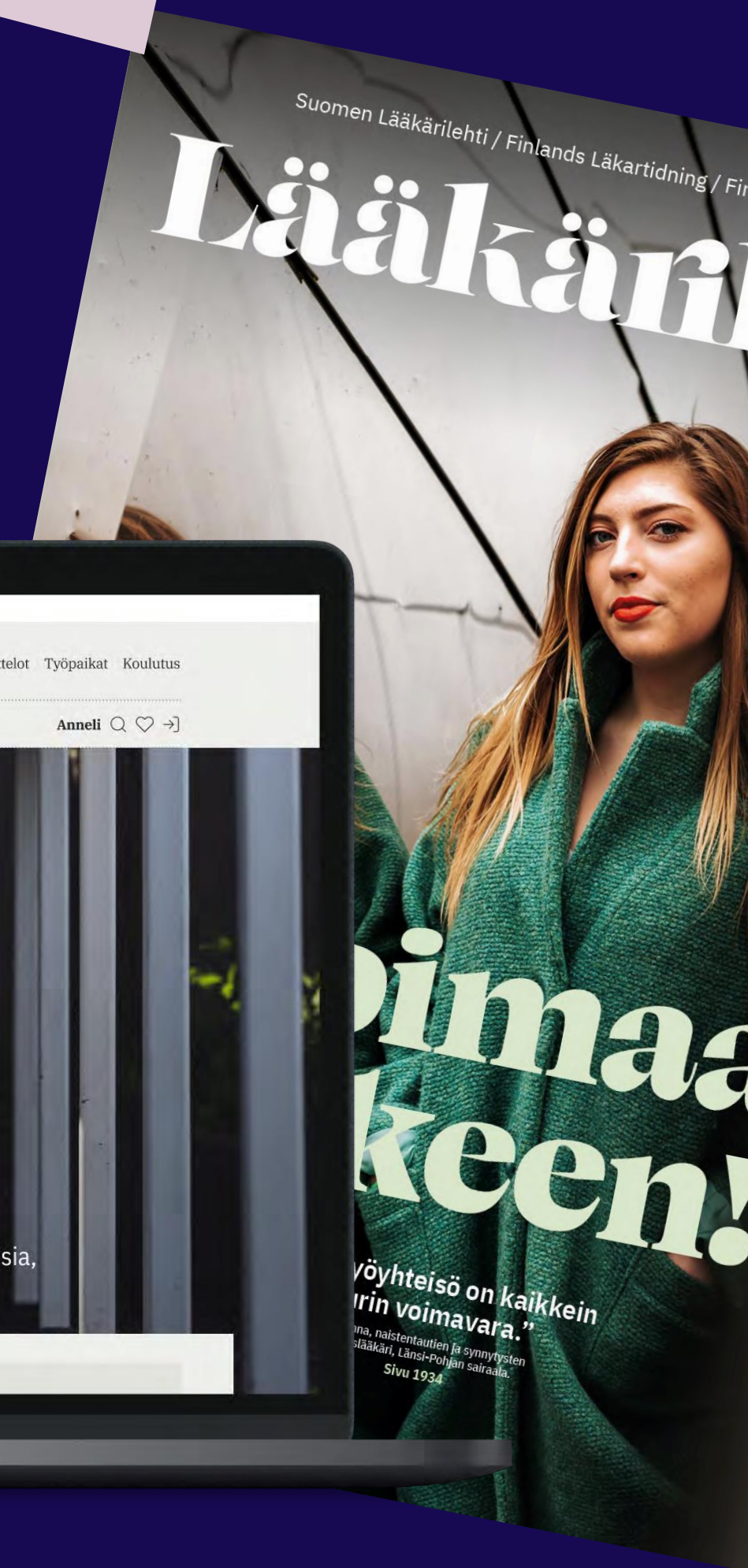
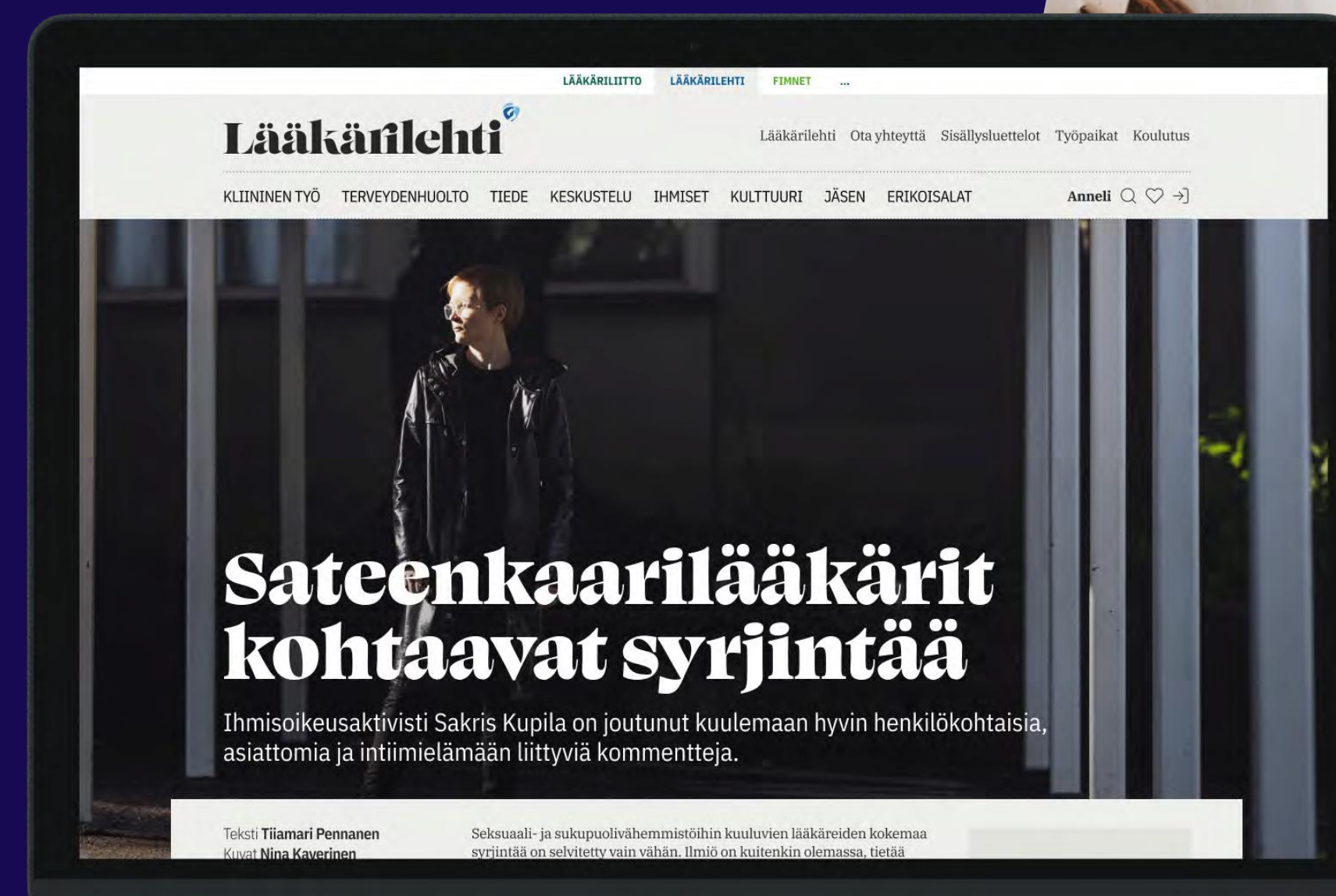


Lääkärilehti[®]

Mediacard

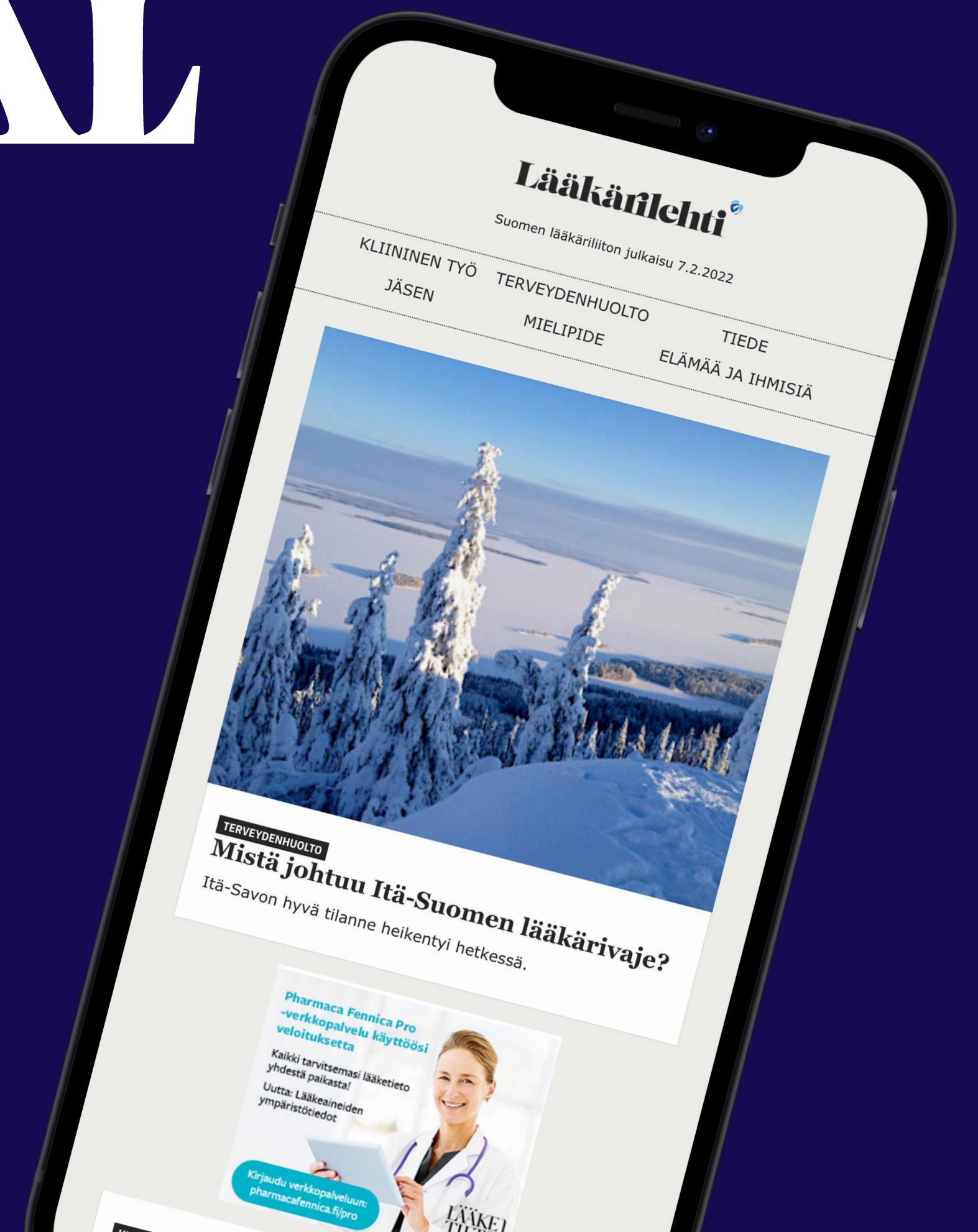
LÄÄKÄRILEHTI NEWSLETTERS
LÄÄKÄRILEHTI.FI -WEBSITE

The most read
medical journal
in Finland



FINNISH MEDICAL JOURNAL NEWSLETTERS

BANNER SIZES, PRICES AND
INSTRUCTIONS



Advertisement sizes, prices and instructions

FINNISH MEDICAL JOURNAL NEWSLETTER

- Reaches about 27 000 doctors / Open rate 50 %
- Published on Mondays, Wednesdays, Thursdays and Fridays.
- The newsletters contain a compilation of the most interesting and important news items and comments from the previous days.

BANNER POSITION	SIZE	PRICE / PCS.	PRICE / 3 PCS.
Box	300 x 250 px (max 100 kt)	1 000 €	2 400 €
Parade	600 x 250 px (max 150 kt)	1 500 €	3 500 €

VAT will be added to the prices.

NEWSLETTER FOR MEDICAL STUDENTS

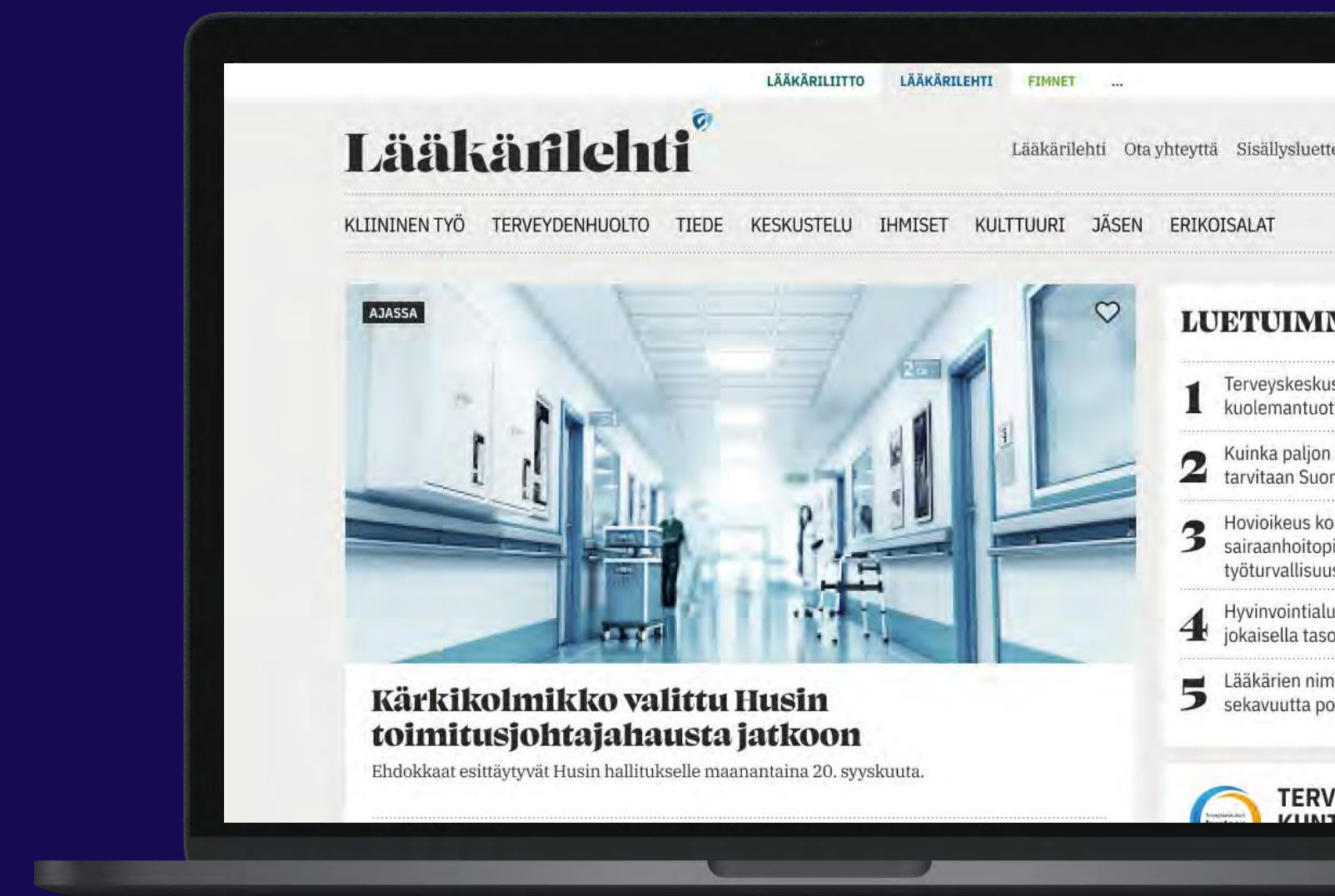
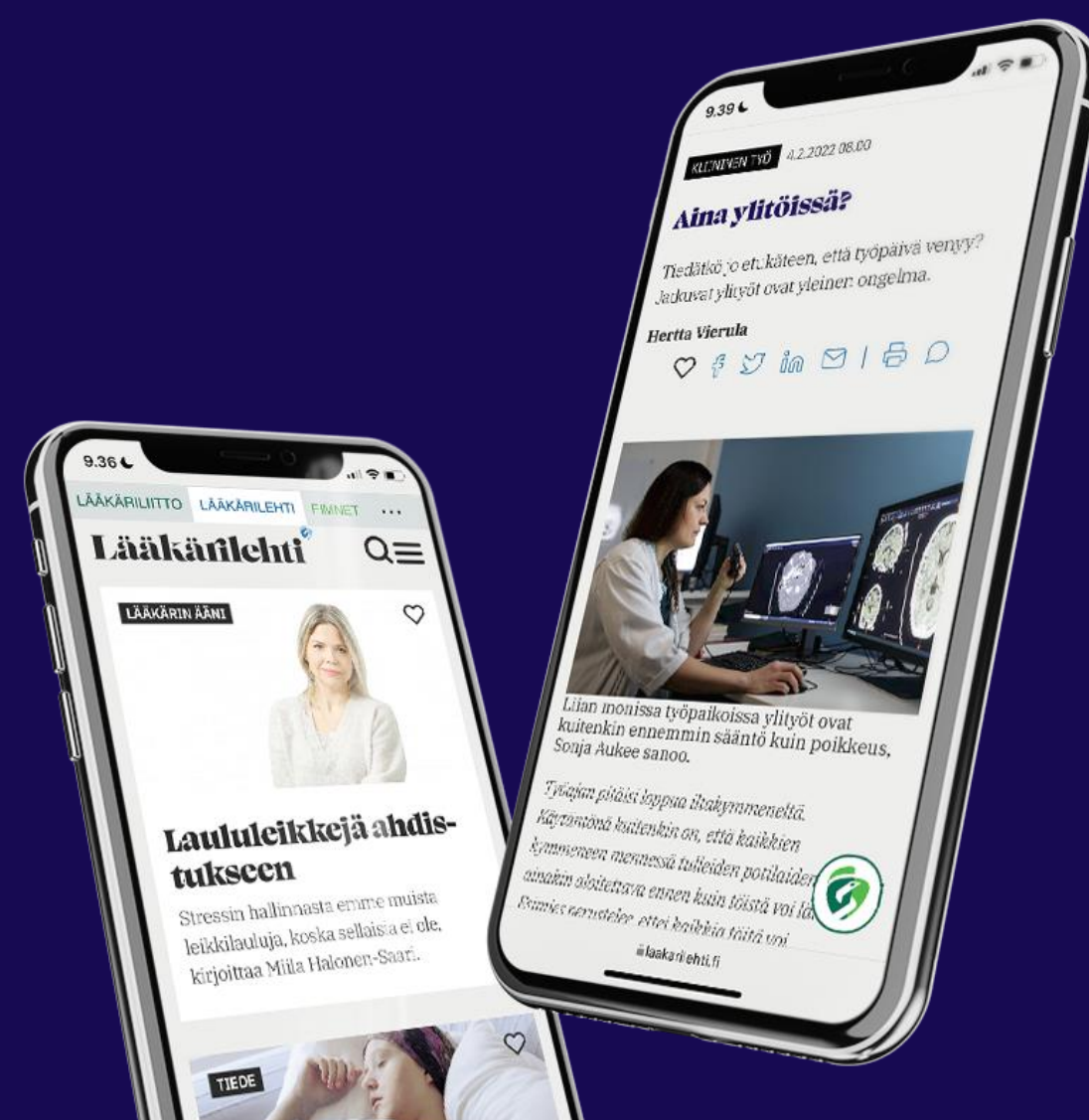
- Reaches about 4 300 medical students
- Only brand or job advertising (no advertising of prescription medicines)
- Published 4 times a year : ask for schedule

BANNER POSITION	SIZE	PRICE / PCS.
Box	300 x 250 px (max 100 kt)	450 €
Parade	600 x 250 px (max 150 kt)	700 €

VAT will be added to the prices.

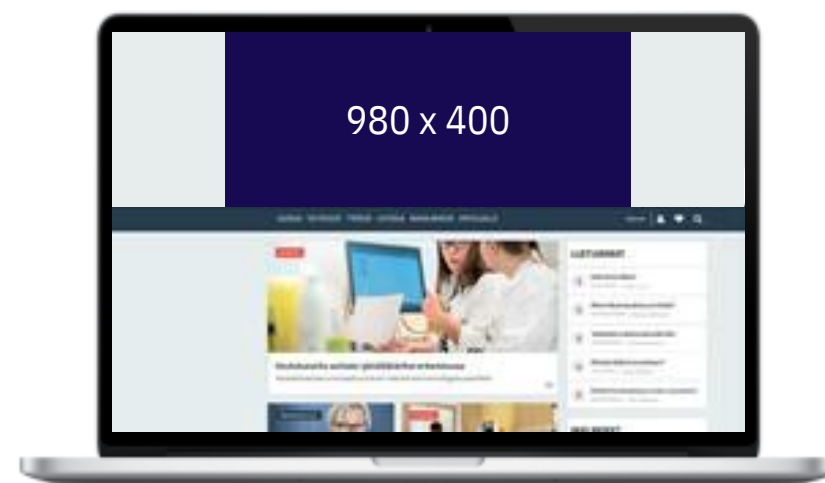
ADVERTISING ON LÄÄKÄRILEHTI.FI WEBSITE

BANNER SIZES, PRICES AND
INSTRUCTIONS



Advertisement sizes, prices and instructions

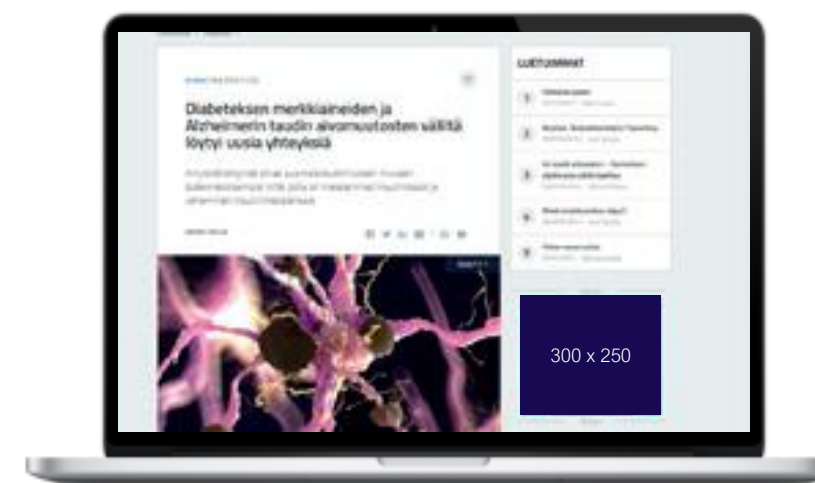
- With Fimnet identification, we ensure that users are entitled to receive prescription drug advertising.
- An untargeted banner is visible to all doctors
- targeted banners by specialty or industry.



Parade, through the site
980 x 400 px (max 200 kt)



Article page:
Giant box or Giant box (txt)
600 x 250 px (max 150 kt)



Article page: box
300 x 250 px (max 100 kt)

For the banner to be visible on mobile devices, a mobile version 300 x 250 px (max 100 kt) is needed

BANNERS FOR ALL DOCTORS

Banner position	Price / Week
Parade + parade mobile	3 200 €
Article page: Giant box (txt)	3 000 €
Article page: Giant box	2 900 €
Article page: Box	2 800 €
VAT will be added to the prices.	

TARGETING BY SPECIALTY OR INDUSTRY

Target group size	Parade Price / Week	Giant Box Price / Week	Box Price / Week
1 – 500	1 200 €	1 100 €	1 000 €
501 – 1 000	1 500 €	1 400 €	1 300 €
1 001 – 2 500	2 000 €	1 900 €	1 600 €
2 501 – 5 000	2 700 €	2 500 €	2 300 €
VAT will be added to the prices.			

70%

of doctors read the Finnish
Medical Journal website
at least monthly

Media sales

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date of publication.

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If the payer requires a purchasing
number, order number or equivalent
to be marked on the invoice, the
number must be submitted to the
advertising sales department by the
advertising materials date.

FINNISH MEDICAL JOURNAL SUBSCRIPTION PRICES

Finland: Printed publication 299 €, Digital
order 299 €, Printed publication and
digital order 349 €, Single issue 29 €

OTHER COUNTRIES:

Printed publication 349 €, Digital order
299 €, Printed publication and digital
order 399 €