

# Hammaslääkäri



Finnish Dental Journal

Media kit

2012



## Publication and material schedules

	Publication	Reservations*	Material
<b>1</b>	13.1.12	14.12.11	19.12.11
<b>2</b>	3.2.12	16.1.12	20.1.12
<b>3 Theme</b>	24.2.12	6.2.12	10.2.12
<b>4 Theme</b>	16.3.12	27.2.12	2.3.12
<b>5 Theme</b>	5.4.12	15.3.12	22.3.12
<b>6</b>	27.4.12	5.4.12	13.4.12
<b>7</b>	18.5.12	27.4.12	4.5.12
<b>8</b>	8.6.12	18.5.12	25.5.12
<b>9</b>	17.8.12	29.6.12	1.8.12
<b>10</b>	7.9.12	10.8.12	16.8.12
<b>11</b>	28.9.12	30.8.12	6.9.12
<b>12</b>	19.10.12	20.9.12	27.9.12
<b>13 Theme</b>	9.11.12	11.10.12	18.10.12
<b>14</b>	7.12.12	8.11.12	15.11.12

\* Only applies to advertisements.

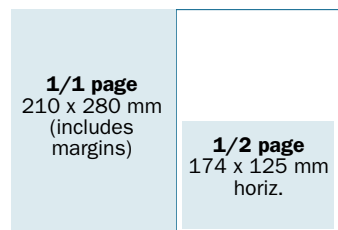
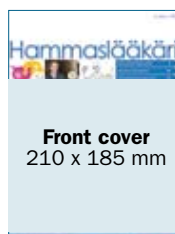
### Theme

**3** (24.2.), **4** (16.3.) and **5** (5.4.) A Nordic themed issue  
Medically compromised patients

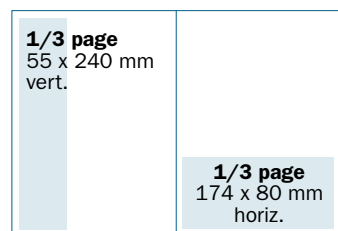
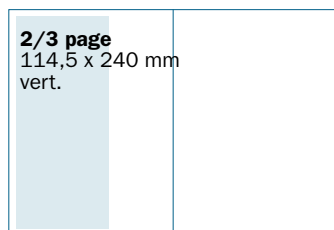
**13** (9.11.) Finnish Dental Congress and Exhibition 2012 –  
Tandläkardagarna 2012, Trade-fair issue

# Advertisement sizes

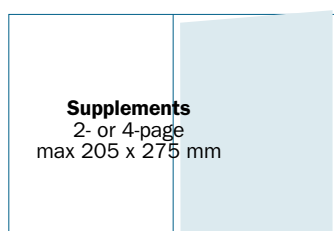
## Product advertisements



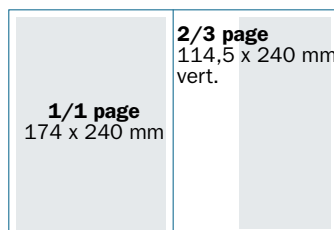
**1/2 page**  
174 x 125 mm  
horiz.



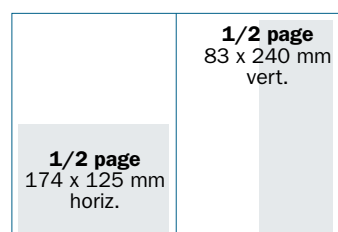
**1/3 page**  
174 x 80 mm  
horiz.



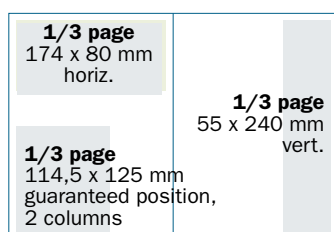
## Job advertisements



**2/3 page**  
114,5 x 240 mm  
vert.

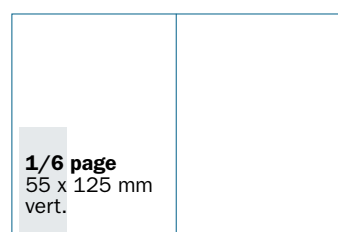


**1/2 page**  
83 x 240 mm  
vert.



**1/3 page**  
114,5 x 125 mm  
guaranteed position,  
2 columns

**1/3 page**  
55 x 240 mm  
vert.



# Advertising rates

Product advertisements	b&w	4-colour
Front cover		3 820 €
Inside pages, covers 2, 3 and 4	1 590 €	2 550 €
2/3 page	1 210 €	2 170 €
1/2 page (only horiz.)	1 040 €	2 000 €
1/3 page	550 €	1 500 €
Colour surcharge, per colour		320 €

## Supplements

2-side	2 400 €
4-side	4 700 €

## Service index (4-colour)

1 module (55 x 30 mm)	1 250 €
2 modules (55 x 60 mm)	1 890 €

The service index will be published in each issue and on the Finnish Dental Journal's home page.

## Job advertisements

Job advertisements	b&w
1/1 page	1 420 €
2/3 page	870 €
1/2 page horiz.	770 €
1/2 page vert.	770 €
1/3 page horiz.	440 €
1/3 page vert.	440 €
1/3 page, guaranteed position, 2 columns	440 €
1/6 sivu	240 €

Colour surcharge 320 €, not applied to crests or logos

## Other small ads / mm

Job advertisements	5,40 €
Members	4,50 €
Others	6,00 €

Authorised advertising agencies will receive a 5% discount on the price. Not applicable to advertisements in supplements or the service index. The journal is not liable to VAT.

<b>Annual subscription</b>	170 €
Dental nurses / oral hygienists	100 €

# Specifications

<b>Size</b>	210 x 280 mm
<b>Type 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 260 mm
<b>Number of columns</b>	3
<b>Column width</b>	55 mm, margin between columns 4,5 mm
<b>Printing method</b>	Offset
<b>Scanning density</b>	b&w 48 lines, 4-colour 60 lines
<b>Printed by</b>	Forssa Print Oy, Esko Aaltosen katu 2, FI-30100 Forssa, Finland Tel. +358 3 41 551, fax +358 3 415 5726 fkip@forssaprint.fi
<b>Material requirement</b>	EPS, JPG or PDF files (embedded fonts or converted into paths) CMYK 2400 dpi graphics 300 dpi (CMYK, TIFF, JPG or EPS)
<b>Cutting margins</b>	3 mm
<b>Material transfer</b>	ilmoitukset@hammaslaakarilehti.fi When submitting materials by e-mail, please fax a copy and a covering note to +358 9 622 3050, to ensure the arrival and accuracy of the material.
<b>Supplements</b>	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 supple- ments will be disposed of after binding. Send a sample of the supplements to: Hammaslääkärilehti, Kaija Lirkki, Fabianinkatu 9 B, FI-00130 Helsinki
<b>Binding</b>	Adhesive binding
<b>Printing paper</b>	Luminova Silk 80 g/m <sup>2</sup>
<b>Cover</b>	Luminova Silk sc 135 g/m <sup>2</sup>

# Finnish Dental Journal

## Publisher

The Finnish Dental Association

## Address

Fabianinkatu 9 B, FI-00130 Helsinki, Finland  
Tel. +358 9 622 0250, fax +358 9 622 3050  
toimisto@hammaslaakariliitto.fi  
www.hammaslaakarilehti.fi

## Editor-in-Chief

Annariitta Kottonen, Doctor of Dentistry  
Finnish Dental Association

## Scientific Editor-in-Chief

Helena Forss, Doctor of Dentistry  
The Finnish Dental Society Apollonia

## Advertisement Sales

Advertisement Manager Kaija Lirkki  
Tel. +358 9 6220 2542, +358 50 543 1951  
Fax +358 9 622 3050  
kaija.lirkki@hammaslaakariliitto.fi

## Deliver advertisements to

Suomen Hammaslääkärilehti  
Fabianinkatu 9 B, FI-00130 Helsinki, Finland  
Tel. +358 9 622 0250, fax +358 9 622 3050  
ilmoitukset@hammaslaakarilehti.fi

## Printing house, advertisement material

Tel. +358 3 41 551, fax +358 3 415 5726  
fkip@forssaprint.fi  
Please also send a copy of the advertisement to  
the printing house by fax.

## Banks

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

## Circulation and distribution

Circulation 7 200  
Subscription fee EUR 170

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.

