

Finnish Chemical Magazine

MEDIA CARD 2011

38th Volume

CONTACT INFORMATION

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Finnish Chemical Magazine Kemia-Kemi
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Material:

ready-to-print PDF material
 Digital material should be sent to:
ilmoitukset@kemia-lehti.fi
 Advertisement proofs should be sent
 by fax to: +358 9 3296 1520

Printing method:

offset
Printing house: Forssan Kirjapaino Oy,
 Finland

CIRCULATION

Circulation: 5,400 copies
 Special issues: 6,000–9,000 copies

SUBSCRIPTION RATES

- 8 issues per year
- Finland: one year, fixed period €89,
 standing order €79.
 - Other countries: one year €120.
 - Single copy €15 (special issue 5/2011 €19)

ADVERTISEMENT RATES AND CONDITIONS

For advertisers in Finland, a 23 % VAT will be added to the rates (does not apply to other countries)

Size	4-colour
2/1	€3,900
1/1	€2,900
1/2	€2,200
1/3	€1,700
1/4	€1,400
1/8	€800
Front cover	€3,100

Inserts

- unfolded card or 2-page insert €1,900
- 4-page insert €2,400
- 6- or 8-page insert €2,800
- 10- or 12-page insert €3,100

TECHNICAL INFORMATION

Size: A4 (210 x 297 mm), adhesive binding

Advertisement sizes:

- 1/1-page 185 x 266 mm
 (the margin can be utilized)
 - 1/2-page 185 x 130 or 90 x 266 mm
 - 1/3-page 185 x 85, 60 x 266 or
 122 x 130 mm
 - 1/4-page 185 x 60, 90 x 130 or
 122 x 85 mm
 - 1/8-page 185 x 33 or 90 x 64 mm
 - Front cover: 148 x 210 mm
- Other sizes by agreement.

Discounts and terms of payment:

General terms of payment: 7 days net.
 Discounts: Advertising Agency 15 %

Who Sells What – Directory of Suppliers

- Directory A (Directory of Companies):
 EUR 500/year
- Black/white logo in A Directory:
 EUR 100/year
- Directory B (Directory of Suppliers):
 EUR 50/line/year
- Directory C (Directory of Trade Marks/
 Representatives)
 EUR 80/trade mark/year

Rates also include entry in the Who Sells What – Directory of Suppliers at:
www.kemia-lehti.fi



PAYEE

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CANCELLATIONS OF ADVERTISEMENTS

Cancellations must be made in writing not later than 4 weeks before the publication date. Accepted cancellations after the deadline: not more than 50 % of the rate will be invoiced.

KEMIA

Kemi

TEOLLISUUS • TUTKIMUS • VALIKU • KOKOLUUS • YMPÄRISTÖ • BIO • NANO • PROSESSI

BACKGROUND AND READERS

Finnish Chemical Magazine *Kemia-Kemi* is published by Kempulssi Oy. The background organizations of the magazine are the Association of Finnish Chemical Societies with its member societies and the Chemical Industry Federation of Finland.

As the official membership bulletin, *Kemia-Kemi* is received by all members in all societies of the Association of Finnish Chemical Societies. The readers are experts and leaders in chemical and chemistry-related industries and sciences. Approximately a half of the magazines' 10,000 readers are employed in chemical industry or research, almost a third in colleges and universities.

PURPOSE AND CONTENTS

Kemia-Kemi is the only professional magazine of chemistry and biosciences in Finland. Developments in both domestic and international chemical and process industries, environmental and biotechnology, nanotechnology, education and research are covered in the magazine.

Each issue contains professional articles, interviews, presentations of companies and institutions as well as news on research, business, persons, fairs and exhibitions, products and publications.

RECLAMATIONS

Reclamations must be made in writing not later than 14 days after the publication date. *Kemia-Kemi* assumes no responsibility for errors, with the exception of possible compensation not exceeding the whole of the charge for the advertisement rate concerned.

TIMETABLE FOR ADVERTISERS

Issue No	Digital material	Date of issue	Special themes include:
1/2011	Jan 13, 2011	Feb 1, 2011	Laboratories, environmental technologies
2/2011	Feb 21, 2011	Mar 10, 2011	ChemBio Finland 2011 Special Issue
<i>Special distribution at Helsinki Fair Centre, Mar 22–24, 2011</i>			
3/2011	Apr 7, 2011	Apr 28, 2011	Analytics, chemicals, safety
4/2011	May 20, 2011	Jun 9, 2011	Pharmaceuticals, patents, laboratories
5/2011	Aug 15, 2011	Sep 1, 2011	Special issue: Finnish Chemical Industry
<i>Additional delivery internationally</i>			
6/2011	Sep 16, 2011	Oct 5, 2011	Research, laboratories, clean rooms
7/2011	Oct 21, 2011	Nov 9, 2011	Innovations, processes, plastics
8/2011	Nov 22, 2011	Dec 13, 2011	Innovations, laboratories, measurements