

Finnish Chemical Magazine Kemia-Kemi

EDITORIAL CALENDAR

2017

"Finnish Chemical Magazine is a very important media for our company. The print issue, e-Newsletter and direct e-mails have repeatedly proved their effectiveness as a marketing channel."

Harri Köymäri,
CEO, Hosmed Ltd

REACH THE DECISION-MAKERS

Finnish Chemical Magazine is Finland's only professional magazine dedicated to the field of chemistry. The themes covered include domestic and international developments in chemical and process industries, bioeconomy and circulation economy, chemistry research and education, environment, biotechnology, and nanotechnology.

OVER 10,000 SATISFIED READERS

The readers are professionals and decisionmakers in chemistry and chemistry-related fields. The print issue has over 10,000 readers, and the e-Newsletter over 4,600 subscribers. Half of the readers work in industry and research, one third in colleges and universities. Four out of five are involved in purchasing.

According to reader polls *):

- 98 % of the readers are happy with the contents of the magazine
- 97 % find the magazine interesting and professional
- 95 % read every issue
- 83 % read every issue for at least 30 minutes

*) Focus Master Oy, Innolink Research Oy

The publisher of the *Finnish Chemical Magazine* is Kem-pulssi Ltd. Supporting organisations of the magazine are Finland's chemical societies and the Chemical Industry Federation of Finland.

KEMIA

Kemi

TEOLLISUUS • TUTKIMUS • TALOUS • KOULUTUS • YMPÄRISTÖ • BIO • NANO • PROSESSI

Scanstockphoto

MEDIA CARD 2017

CONTACT INFORMATION

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Printing house

Forssa Print
Circulation 5,000
Circulation of special issues
5,300–8,000.

ADVERTISER SALES

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SUBSCRIPTION RATES

8 issues per year

- Finland: one year period €105, standing order €95
- Other countries: one year €145, standing order €135
- Single copy €16
- E-newsletter (in Finnish): free of charge

PAYEE

Kempulssi Oy, Pohjantie 3,
FIN-02100 Espoo, Finland
Bank: Nordea 115130-214337
IBAN: FI1611513000214337
SWIFT: NDEAFIHH

KEMIA
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DISCOUNTS AND TERMS OF PAYMENT

Media agency discount 15 %.
Repeat discounts by agreement.
General terms of payment: 7 days net.

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.

RECLAMATIONS

In writing within 14 days after the publication date. The magazine assumes no responsibility for errors, with the exception of possible compensation not exceeding the advertisement rate.

EDITORIAL CALENDAR

Issue Nr	Reservations	PDF material	Date of issue	Special themes include:
1/2017	Jan 16	Jan 19	Feb 8	Laboratories, technochemistry, health Special distribution: Labquality Days, Helsinki Feb 9–10
2/2017	Feb 20	Feb 23	Mar 15	ChemBio Finland 2017: Chemistry solutions and wellbeing chemistry Special distribution: ChemBio Finland, Helsinki Mar 29–30, and Muovi & Pakkaus, Lahti Apr 20–21
3/2017	Apr 7	Apr 12	May 3	Analytics, environment, circulation economy Special distribution: Infratech 2017, Jyväskylä May 10–11
4/2017	May 16	May 19	June 8	Laboratories, patents, chemicals and REACH Special distribution: Helsinki Chemicals Forum, Helsinki June 8–9
5/2017	Aug 14	Aug 17	Sep 6	Chemical industry, processes, safety Special distribution: Bioenergy 2017, Jyväskylä Sep 6–8, and FinSec 2017, Helsinki Sep 26–27
6/2017	Sep 18	Sep 21	Oct 11	Finland 100 Anniversary Issue: Finnish experts and innovations in the spotlight Special distribution: Kokkola Material Week, Oct 28 – Nov 2
7/2017	Oct 20	Oct 25	Nov 15	Laboratories, research, bioeconomy
8/2017	Nov 17	Nov 22	Dec 13	Analytics, working life, patents

MEDIA CARD 2017

TECHNICAL INFORMATION

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

MATERIAL

Ready-to-print PDF material.
Photo resolution 300 dpi. Colour profile Europe ISO Coated
Fogra 27 or similar.

Digital material to be sent to:
ilmoitukset@kemia-lehti.fi

ADVERTISEMENT RATES AND TERMS

For advertisers in Finland, a 24 % VAT will be added to the rates
(does not apply to other countries).

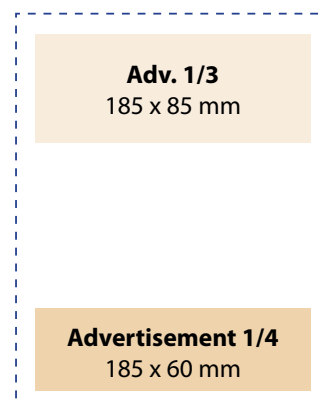
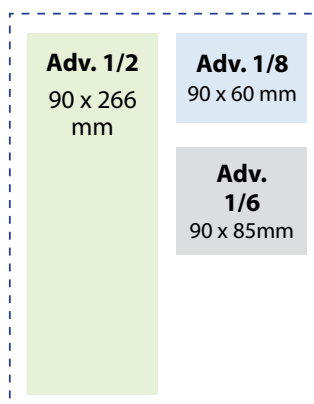
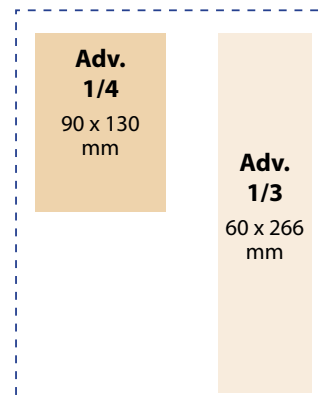
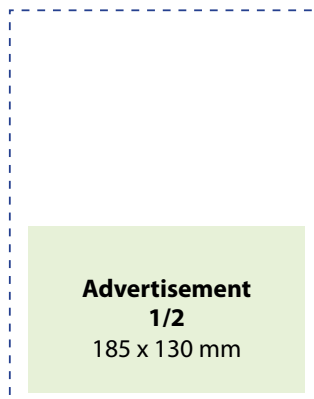
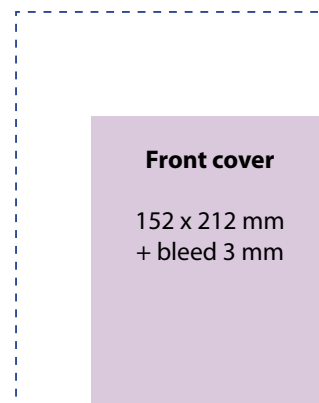
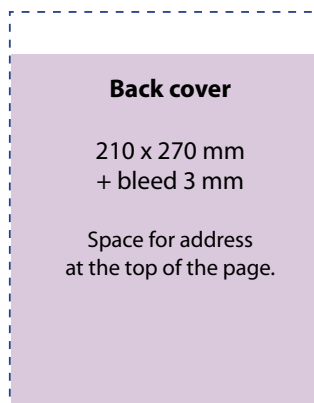
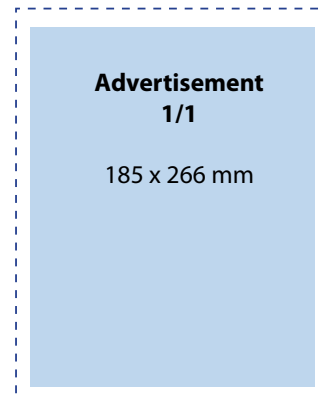
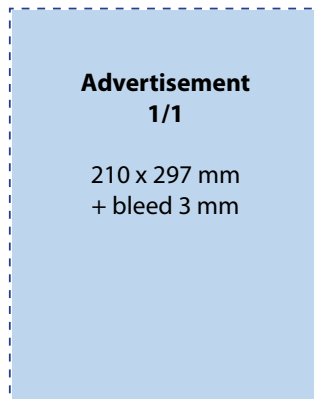
Size	Price/4-colour
2/1	€4,200
1/1	€3,000
1/2	€2,200
1/3	€1,800
1/4	€1,500
1/6	€1,100
1/8	€900
Front cover	€3,200
Second cover	€3,100
Back cover	€3,100
Additional cover	€2,600

BULK DISCOUNTS

Take advantage of the cost effective annual agreements.
The more adverts in the print issue, the bigger bulk discount.

Discount rates:

- 2 adverts: -10 %
- 3 adverts: -15 %
- 4 adverts: -20 %
- 5 adverts: -25 %
- 6 adverts: -30 %
- 7 adverts: -35 %
- 8 adverts: -40 %



AT YOUR SERVICE:

Sales Manager, Jaana Koivisto
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Sales Manager, Seija Kuoksa
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seija.kuoksa@kemia-lehti.fi

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INSERTS

- Unfolded card or 2-page insert €3,000
- 4-page insert €3,500
- 6- or 8-page insert €3,900
- 10- or 12-page insert €4,200

Binding fee included. For larger inserts, such as customer magazines: please turn to our sales managers.

GREEN PAGES

In Green Pages you can search for companies in chemistry business and suppliers of specific products or representatives of different brands.

Cost Effective Visibility:

- In every print issue
- In every e-newsletter
- Directory/search based on entry words at www.kemia-lehti.fi
- From €1,000/year up

Find more information here: <http://www.kemia-lehti.fi/in-english/advertisements-and-subscriptions/>

CONTENT MARKETING

Turnkey advertorials:

- 2/1 4-colour €4,700
- 1/1 4-colour €3,700

The rates include:

- on the spot interview (once) and possible additional interviews by phone
- photoshoot (one), possible additional pictures from the customer
- content production, checkups, editing and layout
- PDF version of the text for free use afterwards.

E-NEWSLETTERS

Cost effective advertising to over 4,600 professionals. Popular option for target marketing and recruiting.

- 15 e-newsletters/year
- Rates EUR 220–570/advert, bulk discounts

Find more information here: <http://www.kemia-lehti.fi/in-english/advertisements-and-subscriptions/>

DIRECT E-MAILS

Direct e-mails to the newsletter subscribers are an effective option when you wish to

- tell the readers about your products and services
- market your training, courses, and future events
- deliver targeted offers to professionals and decision-makers
- make new contacts and get new customers
- attract customers to your website.

Rates:

- €1,200/one direct e-mail
- Bulk discounts: two direct e-mails –10 %, three direct e-mails –15 %, four direct e-mails –20 %, five direct e-mails –25 %.

Find more information here: <http://www.kemia-lehti.fi/in-english/advertisements-and-subscriptions/>

NEW!

NEW PRODUCTS AND SERVICES

We now offer a new channel through which you can inform the customers on your new products and services. Reach 15,000 chemistry professionals through our service package!

The new product service package includes:

- advert in a direct e-mail to our newsletter subscribers (over 4,600 readers).
- ¼ p. advert in the New Products Section in the print issue of Finnish Chemical Magazine (over 10,000 readers).

Please provide us the text (header + max 500 characters, with spaces included), photo and logo, and we'll take care of the layout. Direct e-mails will include max 6 New Product Adverts at a time.

Rates

- direct e-mail + print issue €1,100
- direct e-mail only €590
- print issue only €690

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INTERNET BANNERS

www.kemia-lehti.fi: over 30 000 page views and over 17 000 visits per year.

Size of banner	Rate (€)				
	1 month	2 months	3 months	6 months	12 months
width x height					
450 x 100 pixels	450	650	900	1,200	2,000
160 x 160 pixels	350	550	650	900	1,600