

# New PRODUCTS AND SERVICES

**NEW in 2017! We now offer you an efficient channel to inform your customers on your new products and services. Reach 15,000 chemistry professionals with our service package!**

## The New Product Service Package includes:

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

Send us the text (header + maximum 500 characters, spaces included), logo and/or photo, and we do the layout for both the direct e-mail and the print issue. For the print issue, you can also provide a ready-for-print advertisement (90 x 130 mm) in PDF format.

Direct e-mails will include maximum 6 new product advertisements at a time. The price includes a report on how many times the message and the links in your advertisement have been clicked within a week. For extra charge (EUR 30 + VAT) we can also provide the domains of those who clicked your links.

New product advertisement rates (a 24% VAT to be added):

- Direct e-mail + print issue EUR 1,100
- Direct e-mail only EUR 590
- Print issue only EUR 690

## EDITORIAL CALENDAR 2017 (changes possible)

### The New Products and Services column in issues:

- **2/2017.** Space reservations by Feb 23. Date of publication March 15.
- **3/2017.** Space reservations by April 7. Date of publication May 3.
- **4/2017.** Space reservations by May 16. Date of publication June 8.
- **5/2017.** Space reservations by Aug 14. Date of publication Sept 6.
- **6/2017.** Space reservations by Sept 18. Date of publication Oct 11.
- **7/2017.** Space reservations by Oct 20. Date of publication Nov 15.
- **8/2017.** Space reservations by Nov 17. Date of publication Dec 13.

### New Products and Services direct e-mails (preliminary schedule):

- Feb 22, March 21, April 20, May 24, Sept 6, Oct 12, and Nov 15.
- Material deadline a week earlier.

## ADDITIONAL INFORMATION AND RESERVATIONS

Jaana Koivisto  
tel. +358 40 770 3043  
jaana.koivisto@kemia-lehti.fi

Seija Kuoksa  
tel. +358 40 933 1147  
seija.kuoksa@kemia-lehti.fi

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



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