REACH THE DECISION-MAKERS

Finnish Chemical Magazine is Finland’s leading magazine in the field. The readers are professionals and decision-makers in chemistry and chemistry-related fields. With a 5,000-copy edition on average, the print issue has over 10,000 readers and the e-newsletter over 4,700 subscribers.

FROM THE READER POLL

Source: Reader Poll 2017 / Focus Master Ltd (416 respondents)

- 99% “The magazine is edited in a professional manner.”
- 96% “Interesting views on chemistry.”
- 89% “The advertisements provide me useful information.”
- 81% “Advertisements on the Green Pages increase company awareness.”

The readers:
- 93% read at least a few articles in every issue.
- 68% read every issue more than once.
- 66% work in professional or management positions.
- 65% are involved in procurement.
- 45% work in research or laboratories.
- 31% work in universities and colleges.
- 21% are professionals in chemical or process technology.
- 15% are professionals in biotechnology, pharmaceuticals, or health.

“Finnish Chemical Magazine Kemia enjoys a strong, well-established position. The share of satisfied readers is 95%, while 35% are very satisfied. These are really high percentages in the professional magazine category.”

Mr Yrjö Lauha, Managing Director, Focus Master Ltd
### CONTACT INFORMATION

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

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### ADVERTISER SALES

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### MEDIA CARD 2018

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### EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE RESERVATIONS</th>
<th>DIGITAL MATERIAL</th>
<th>DATE OF ISSUE</th>
<th>ADDITIONAL DISTRIBUTION</th>
</tr>
</thead>
</table>
| 1/2018 | Jan 15              | Jan 18           | Feb 7         | Special distribution to college applicants  
Themes: laboratories, food, security, education |
| 2/2018 | Feb 26              | March 1          | March 21      | Extra distribution to professionals and corporations  
Themes: analytics, health, life sciences |
Themes: bioeconomy, circular economy, environment |
Themes: chemical safety, laboratories, patents |
Themes: chemical industry, processes, safety |
| 6/2018 | Sept 10             | Sept 13          | Oct 3         | Laboratory medicine, Helsinki Oct 4–5, 2018  
Energy 2018, Tampere Oct 23–25, 2018  
Kokkola Material Week, Oct 27–Nov 1, 2018  
Themes: laboratories, materials, energy solutions |
| 7/2018 | Oct 15              | Oct 18           | Nov 7         | Special distribution to over 50,000 professionals and decision-makers  
45th anniversary issue: Chemistry at the service of society and people |
| 8/2018 | Nov 19              | Nov 22           | Dec 13        | Science Days, Helsinki Jan 9–13, 2019  
Themes: laboratories, patents, research |

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ADVERTISEMENT RATES AND TERMS

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

<table>
<thead>
<tr>
<th>Size</th>
<th>Price/4-colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1</td>
<td>€4,200</td>
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<tr>
<td>1/1</td>
<td>€3,100</td>
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<tr>
<td>1/2</td>
<td>€2,200</td>
</tr>
<tr>
<td>1/3</td>
<td>€1,800</td>
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<tr>
<td>1/4</td>
<td>€1,500</td>
</tr>
<tr>
<td>1/6</td>
<td>€1,100</td>
</tr>
<tr>
<td>1/8</td>
<td>€900</td>
</tr>
<tr>
<td>Front cover</td>
<td>€3,300</td>
</tr>
<tr>
<td>Second cover</td>
<td>€3,200</td>
</tr>
<tr>
<td>Back cover</td>
<td>€3,200</td>
</tr>
<tr>
<td>Additional cover</td>
<td>€3,500</td>
</tr>
</tbody>
</table>

QUANTITY DISCOUNTS

Take advantage of an annual deal: the more advertisements in the print issue, the bigger quantity discount.

Reserve an annual deal at once.

Discounts in the print issue:
- 2 advertisements: –10 %
- 3 advertisements: –15 %
- 4 advertisements: –20 %
- 5 advertisements: –25 %
- 6 advertisements: –30 %
- 7 advertisements: –35 %
- 8 advertisements: –40 %

Discounts for additional advertisements, reserved during the year:
- 2nd advertisement: –15 %
- 3rd advertisement: –20 %
- 4th advertisement: –25 %
- 5th advertisement: –30 %
- 6th advertisement: –35 %
- 7th advertisement: –40 %
- 8th advertisement: –45 %

Note! No media agency discount for package rates.

“The advertisements provide additional information.”

INSERTS

- Unfolded card or 2-page insert €3,100
- 4-page insert €3,500
- 6- or 8-page insert €3,900
- 10- or 12-page insert €4,200

The rate includes loose inserting, glue drop inserting, or sticker inserting. Magazine and insert wrapping for extra charge, EUR 60/1,000 pcs. For bigger inserts and printing offers, please contact our sales managers.

AT YOUR SERVICE:

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

Sales Manager, Jaana Koivistoon
tel. +358 40 770 3043
jaana.koivistoon@kemia-lehti.fi
MEDIA CARD 2018

TECHNICAL INFORMATION
Size: A4 (210 x 297 mm), stable binding
Printing method: offset (Forssa Print)

MATERIAL
Ready-to-print PDF material.
Photo resolution 300 dpi. Colour profile Europe ISO Coated Fogra 39 or similar.

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

“Every issue provides information which is new to me.”

CONTENT MARKETING – REACH 15,000 PROFESSIONALS!
Advertorials as a turnkey service:
- 2/1 p. €4,700
- 1/1 p. €3,600
- ½ p. €2,700

The rates include:
- interview on the spot and possible additions by phone
- content production, revisions, editing, lay-out
- PDF version for the customer’s free use
- publication in the print issue AND linking in one e-newsletter.

Pictures provided by the customer.
Photographer for extra charge (€250).
€400 discount, if the text is provided by the customer.

E-NEWSLETTERS
Cost-effective marketing to over 4,700 professionals. Ideal channel for target marketing and job advertisements.
- Rates start from €240, repeat discounts.

Read more here.

DIRECT E-MAILS
Super effective marketing directly to professionals in the field.
- €1,250 / e-mailing, repeat discounts

Read more here.

NEW PRODUCTS AND SERVICES
Cost-effective marketing – reach 15,000 professionals!
Service package includes:
- Advertisement in a direct e-mail to Finnish Chemical Magazine newsletter subscribers
- ¼ p. advertisement in the print issue’s New Products column.

Service package rate: €1,200
- Advertisement in the direct e-mail only: €650
- Advertisement in the print issue only: €750

Read more here.

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

<table>
<thead>
<tr>
<th>Size of banner</th>
<th>Rate (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>width x height</td>
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</tr>
<tr>
<td>450 x 100 pixels</td>
<td>450</td>
</tr>
<tr>
<td>160 x 160 pixels</td>
<td>350</td>
</tr>
</tbody>
</table>

“Good to have a digital version too.”

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