

# Finnish Chemical Magazine Kemia-Kemi

# MEDIA CARD 2018

Vol. 45

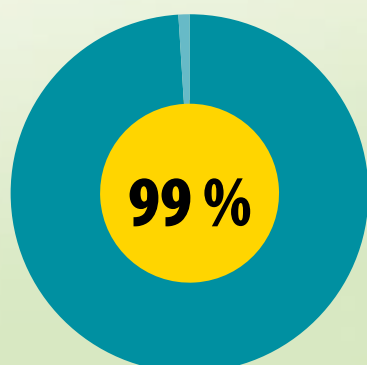
*"Finnish Chemical Magazine Kemia enjoys a strong, well-established position. The share of satisfied readers is 95%, while 35% are very satisfied. These are really high percentages in the professional magazine category."*

Mr Yrjö Lauha,  
Managing Director,  
Focus Master Ltd

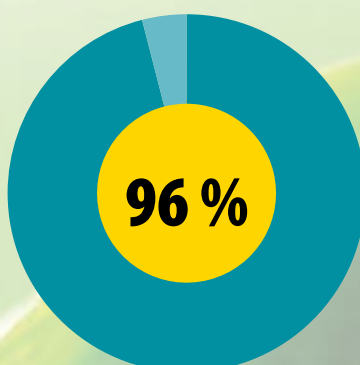
## REACH THE DECISION-MAKERS

*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.

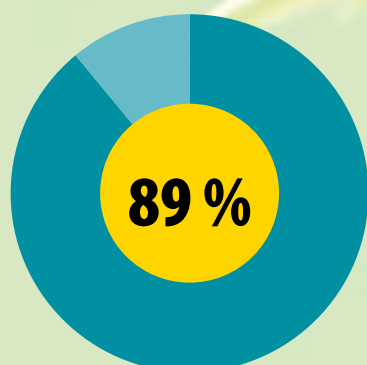
## FROM THE READER POLL



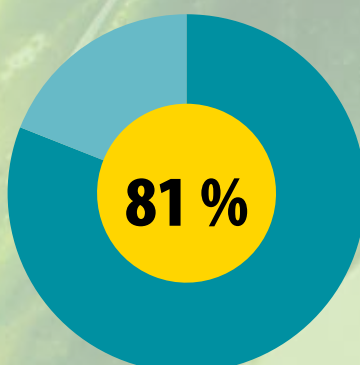
"The magazine is edited in a professional manner."



"Interesting views on chemistry."



"The advertisements provide me useful information."



"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.

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

# KEMIA

Kemi

# MEDIA CARD 2018

## CONTACT INFORMATION

### Publisher

Kempulssi Ltd  
Pohjantie 3, FI-02100 Espoo, Finland  
toimitus@kemia-lehti.fi  
tel. +358 40 577 8850

### Editor-in-Chief, Managing Director

Leena Joutsen  
tel. +358 40 577 8850  
leena.joutsen@kemia-lehti.fi

### Managing Editor

Päivi Ikonen  
tel. +358 400 139 948  
paivi.ikonen@kemia-lehti.fi

### Secretary

Sanna Alajoki  
tel. +358 50 336 5613  
sanna.alajoki@kemia-lehti.fi

### Layout

K-Systems Contacts Ltd  
Päivi Kaikkonen  
tel. +358 40 7333 485  
taitto@kemia-lehti.fi

### Printing house

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

## ADVERTISER SALES

Seija Kuoksa  
[seija.kuoksa@kemia-lehti.fi](mailto:seija.kuoksa@kemia-lehti.fi)  
tel. +358 40 933 1147

Jaana Koivisto  
[jaana.koivisto@kemia-lehti.fi](mailto:jaana.koivisto@kemia-lehti.fi)  
tel. +358 40 770 3043

*"Interesting articles and  
product news."*

## 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.



*"The readers find the  
advertisements useful and  
pay attention to them."*

Yrjö Lauha, Managing Director,  
Focus Master Ltd

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

Harri Köymäri,  
CEO, Hosmed Ltd

## EDITORIAL CALENDAR

ISSUE	SPACE RESERVATIONS	DIGITAL MATERIAL	DATE OF ISSUE	ADDITIONAL DISTRIBUTION
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			
3/2018	Apr 9	Apr 12	May 3	PulPaper 2018 and PacTec 2018, Helsinki May 29–31, 2018
	Themes: bioeconomy, circular economy, environment			
4/2018	May 21	May 24	June 13	Helsinki Chemicals Forum, Helsinki June 14–15, 2018
	Themes: chemical safety, laboratories, patents			
5/2018	Aug 13	Aug 16	Sept 5	EuroSafety 2018, Tampere Sept 11–13, 2018
	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
	45 <sup>th</sup> 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			

# MEDIA CARD 2018

## 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	€3,100
1/2	€2,200
1/3	€1,800
1/4	€1,500
1/6	€1,100
1/8	€900
Front cover	€3,300
Second cover	€3,200
Back cover	€3,200
Additional cover	€3,500

## 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:

- 2<sup>nd</sup> advertisement: -15 %
- 3<sup>rd</sup> advertisement: -20 %
- 4<sup>th</sup> advertisement: -25 %
- 5<sup>th</sup> advertisement: -30 %
- 6<sup>th</sup> advertisement: -35 %
- 7<sup>th</sup> advertisement: -40 %
- 8<sup>th</sup> advertisement: -45 %

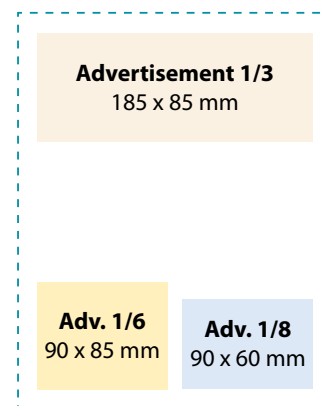
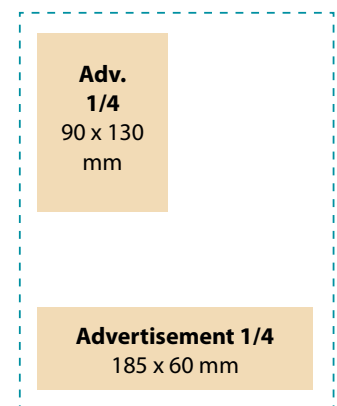
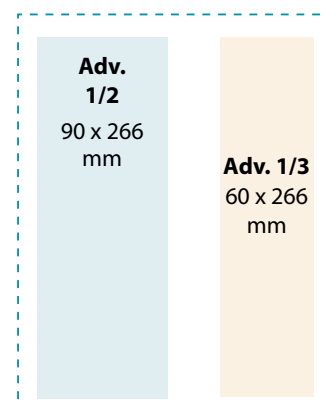
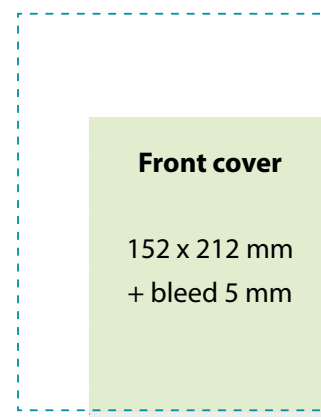
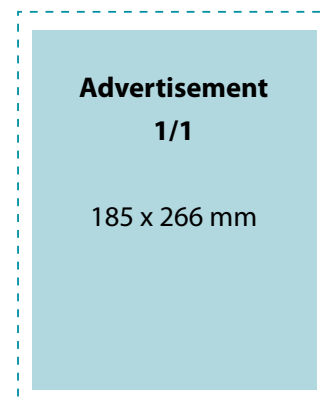
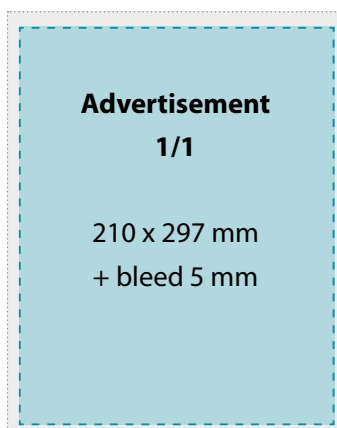
Note! No media agency discount for package rates.

**"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](mailto:seija.kuoksa@kemia-lehti.fi)

Sales Manager, Jaana Koivisto  
tel. +358 40 770 3043  
[jaana.koivisto@kemia-lehti.fi](mailto:jaana.koivisto@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](mailto: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!

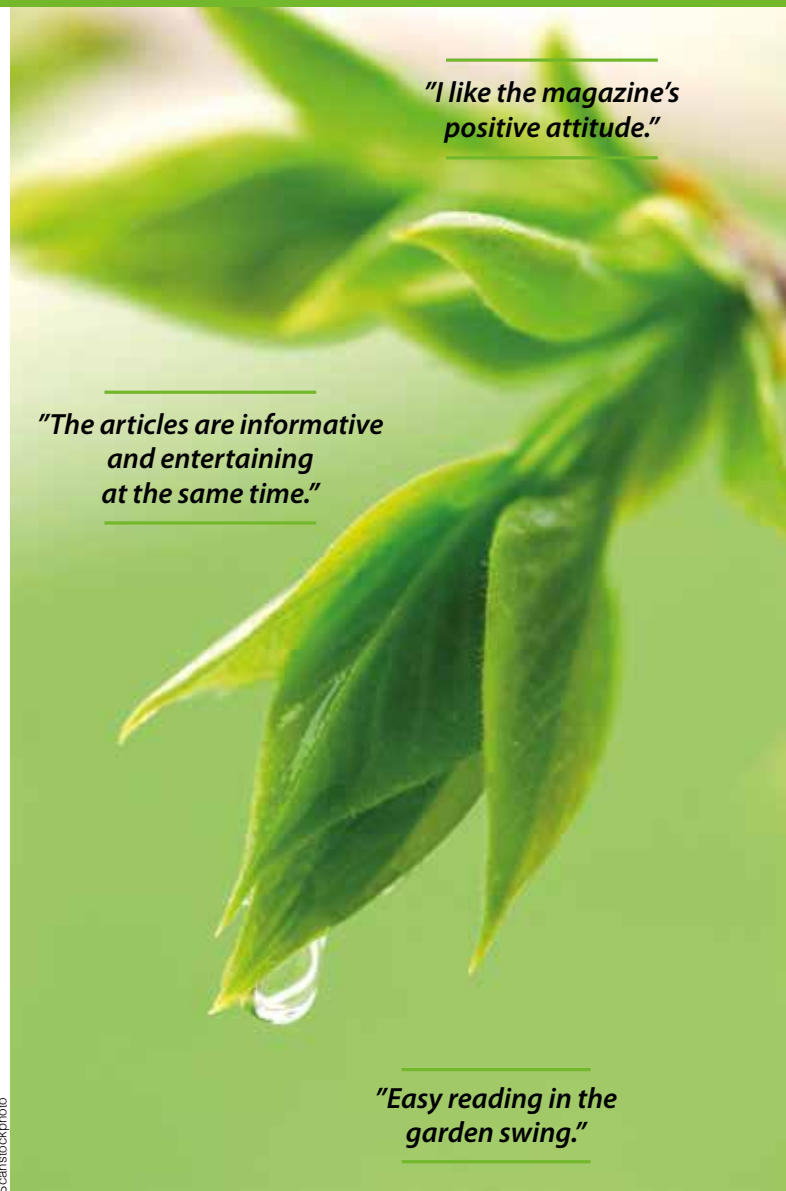
Service package includes:

- 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](#).



*"I like the magazine's  
positive attitude."*

*"The articles are informative  
and entertaining  
at the same time."*

*"Easy reading in the  
garden swing."*

Scansstockphoto

## INTERNET BANNERS

[www.kemia-lehti.fi](http://www.kemia-lehti.fi): over 30 000 page views and over 17 000 visits per year.

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

*"Good to have a digital  
version too."*

## AT YOUR SERVICE:

Sales Manager, Seija Kuoksa  
tel. +358 40 933 1147  
[seija.kuoksa@kemia-lehti.fi](mailto:seija.kuoksa@kemia-lehti.fi)

Sales Manager, Jaana Koivisto  
tel. +358 40 770 3043  
[jaana.koivisto@kemia-lehti.fi](mailto:jaana.koivisto@kemia-lehti.fi)