

Finnish Chemical Magazine Kemia-Kemi

MEDIA CARD 2018

Vol. 45

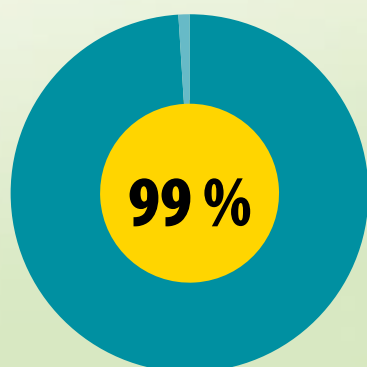
"Finnish Chemical Magazine Kemia enjoys a strong, well-established position. The share of satisfied readers is 95%, while 35% are very satisfied. These are really high percentages in the professional magazine category."

Mr Yrjö Lauha,
Managing Director,
Focus Master Ltd

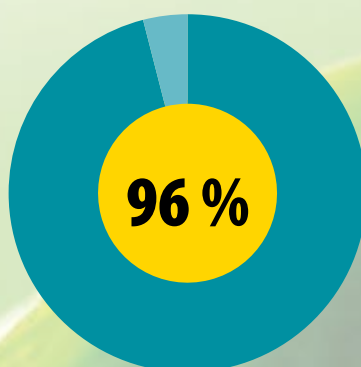
REACH THE DECISION-MAKERS

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.

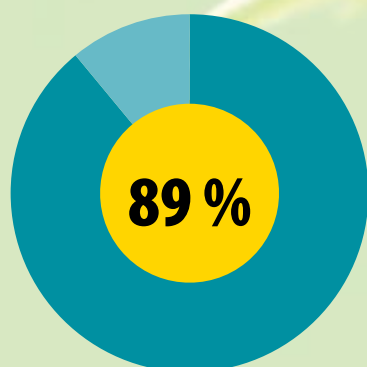
FROM THE READER POLL



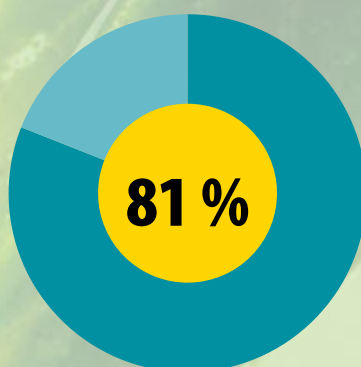
"The magazine is edited in a professional manner."



"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

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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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*"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 th 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).

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:

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

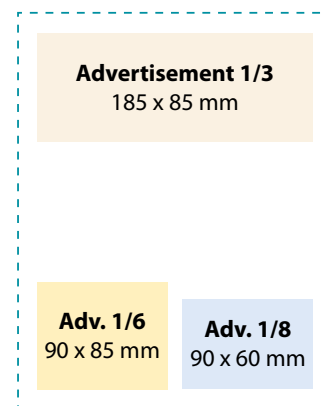
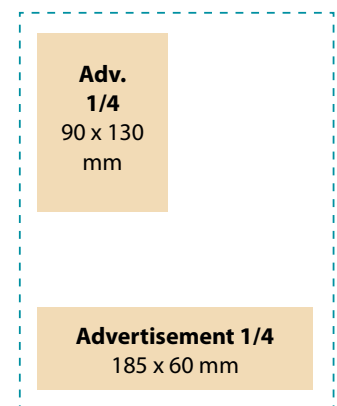
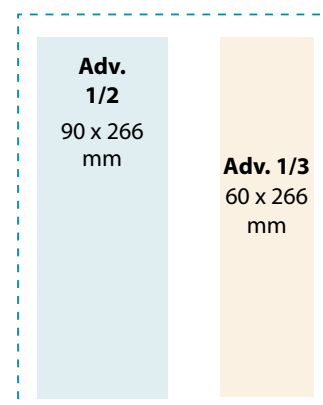
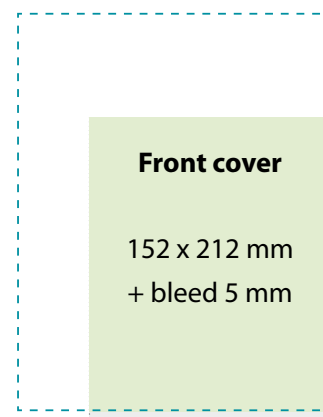
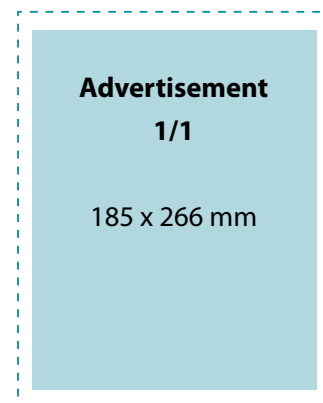
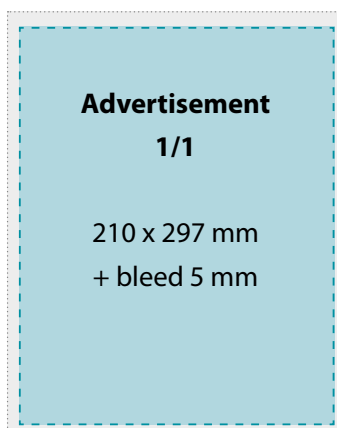
Note! No media agency discount for package rates.

"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, Pekka Laatikainen
tel. +358 40 574 7701
pekka.laatikainen@kemia-lehti.fi

Sales Manager, Jaana Koivisto
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jaana.koivisto@kemia-lehti.fi

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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](#).



*"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: over 30 000 page views and over 17 000 visits per year.

Size of banner width x height	Rate (€)				
	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."*

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