

# PRODUCTS AND SERVICES

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 Product Service Package includes:

- Advertisement in a direct e-mail to Finnish Chemical Magazine newsletter subscribers (over 4,700 readers).
- ¼ page advertisement in the 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 4 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 50 + VAT) we can also provide the domains of those who clicked your links.

### Product advertisement rates:

- Direct e-mail + print issue EUR 1,200
- Direct e-mail only EUR 650
- Print issue only EUR 750

24% VAT will be added to the rates (does not apply to other countries as Finland).

## EDITORIAL CALENDAR 2019

### Products and Services column in ISSUES:

Issue Nr	Space reservations	Date of issue
1/2019	Jan 14	Feb 6
2/2019	Feb 18	March 13
3/2019	April 8	May 2
4/2019	May 20	June 12
5/2019	Aug 12	Sept 4
6/2019	Sept 23	Oct 16
7/2019	Nov 4	Nov 27

Products and Services **DIRECT EMAILS**: upon agreement with customers.



## ADDITIONAL INFORMATION AND RESERVATIONS

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