

# MEDIA CARD 2019

Vol. 46

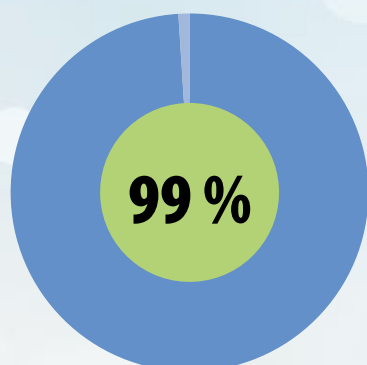
## REACH THE DECISION-MAKERS

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.

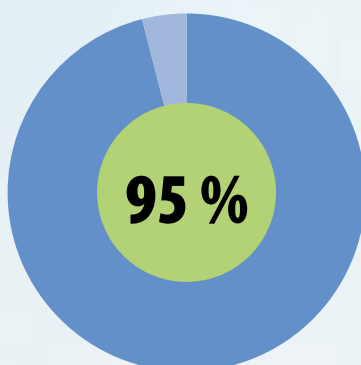
*"Finnish Chemical Magazine Kemia enjoys a strong, well-established position in the field. The readers also pay attention to the advertisements and find them useful."*

Mr Yrjö Lauha,  
Managing Director,  
Focus Master Ltd

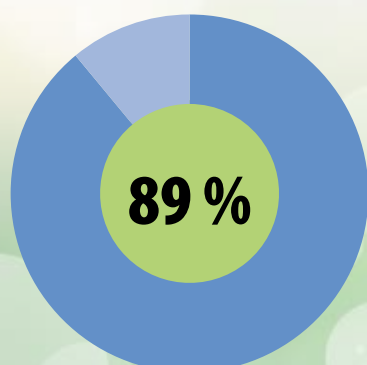
## FROM THE READER POLL



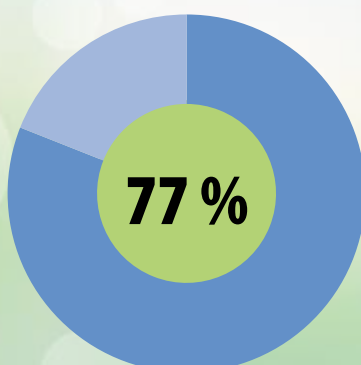
"The magazine is edited in a professional manner."



"The articles benefit me in my work."



"The advertisements provide me useful information."



"The magazine is delivered to my home address."

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

### The readers:

- 95 % are satisfied with the contents of the magazine.
- 68 % read every issue more than once.
- 66 % work in expert or management positions.
- 65 % are involved in procurement.
- 53 % are under 50 years of age.
- 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

Kemi

# MEDIA CARD 2019

## CONTACT INFORMATION

### Publisher

Kempulssi Ltd  
Asolantie 29 b, FI 01400 Vantaa  
toimitus@kemia-lehti.fi  
tel. +358 40 577 8850

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### Secretary

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### 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

## ADVERTISEMENT SALES

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tel. +358 40 574 7701

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

*“Number one among Finland’s  
professional magazines.”*

## 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 relationship between  
the magazine and the readers  
seems very strong and  
well-functioning.”*

Yrjö Lauha, Managing Director,  
Focus Master Ltd

*“Finnish Chemical Magazine is  
a very important media for our  
company. The print issue, e-Newsletter  
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
1/2019	Jan 14	Jan 17	Feb 6	Labquality Days, Helsinki Feb 7–8, 2019 Special distribution to college applicants <i>Themes: laboratories, education, nutrition</i>
2/2019	Feb 18	Feb 21	March 13	<b>ChemBio Finland 2019.</b> Special trade fair issue. <i>Themes: chemistry’s opportunities</i>
3/2019	Apr 8	Apr 11	May 2	Laboratory Lecture Days, Helsinki May 6–7, 2019 Helsinki Chemicals Forum, May 23–24, 2019 <i>Themes: chemicals, environment, laboratories</i>
4/2019	May 20	May 23	June 12	Special distribution to environment and circular economy professionals <i>Themes: circular economy, bioeconomy, patents</i>
5/2019	Aug 12	Aug 15	Sept 4	Finnsec, Helsinki Oct 2–3, 2019 Laboratory medicine and exhibition, Helsinki Oct 10–11, 2019 <i>Themes: chemical industry, processes, safety</i>
6/2019	Sept 23	Sept 26	Oct 16	Kokkola Material Week, Oct–Nov 2019 <i>Themes: analytics, research, materials</i>
7/2019	Nov 4	Nov 7	Nov 27	Special distribution to biotechnology and laboratory professionals <i>Themes: laboratories, patents, biotechnology</i>

# MEDIA CARD 2019

## ADVERTISEMENT RATES AND TERMS

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

Size	Rate/4-colour/EUR
2/1	€4,200
1/1	€3,200
1/2	€2,200
1/3	€1,800
1/4	€1,500
1/6	€1,100
1/8	€900
Front cover	€3,500
Back cover	€3,300
Second cover	€3,300
Additional cover	€3,600

## 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 advertisement: -10%
- 3 advertisements: -15%
- 4 advertisements: -20%
- 5 advertisements: -25%
- 6 advertisements: -30%
- 7 advertisements: -35%

**“The advertisements provide additional information.”**

## PACKAGE OFFERS – COMBINE PRINT ADVERT WITH DIGITAL CHANNELS

### Package 1

1/1 p. advert in the print magazine + direct e-mail message  
• EUR 3,950 (normally EUR 4,500)

### Package 2

½ p. advert in the print magazine + direct e-mail message  
• EUR 3,050 (normally EUR 3,500)

### Package 3

½ p. advert in the print magazine + text advert with picture/logo in the newsletter  
• EUR 2,350 (normally EUR 2,720)

### Package 4

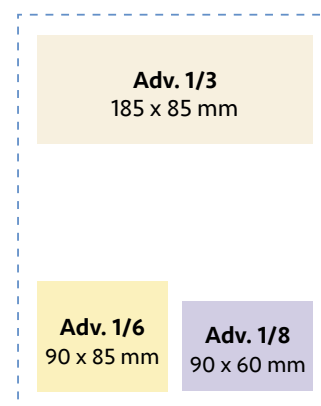
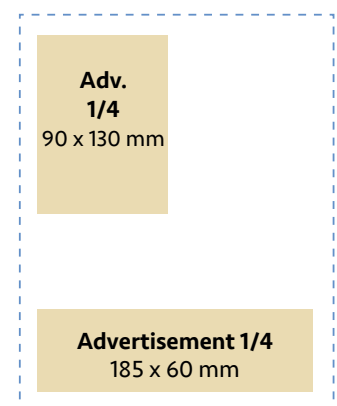
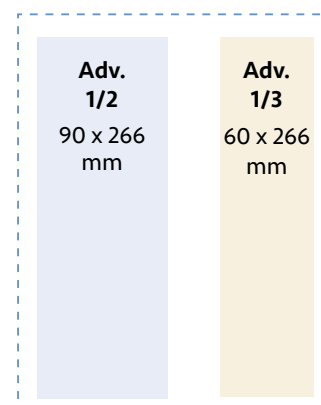
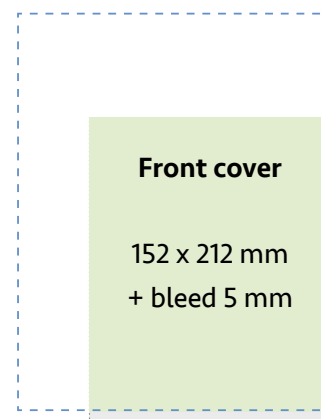
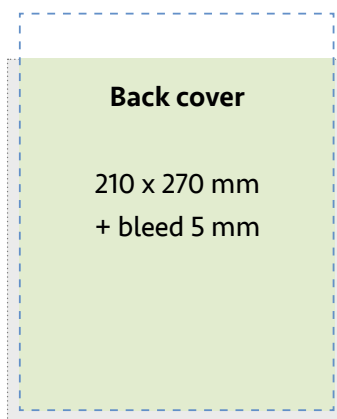
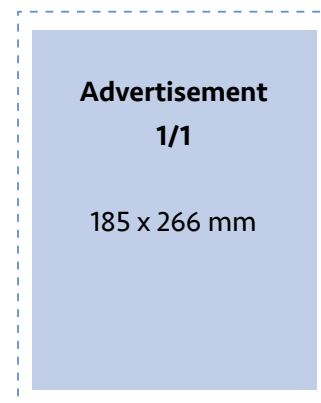
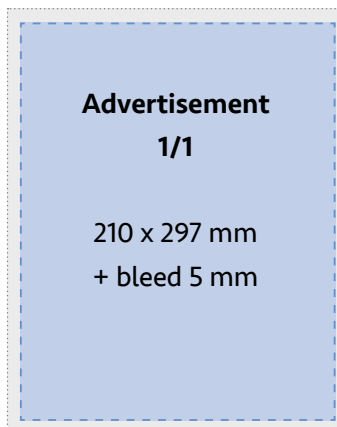
¼ p. in the print magazine + side banner in one newsletter + website side banner for a month on [www.kemia-lehti.fi](http://www.kemia-lehti.fi)  
• EUR 1,950 (normally EUR 2,270)

Note! No media agency discount for quantity or package rates.

## 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 90/1,000 pcs. For larger inserts and printing offers, please contact our sales managers.



## FURTHER INFORMATION

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## TECHNICAL DATA

Size: A4 (210 x 297 mm), stable binding  
Printing method: Offset  
Printing house: 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)

## INSERTS TO ADDRESS:

Forssa Print / sitomo  
Helsingintie 22, FI-30300 Forssa

Note on the package:  
Finnish Chemical Magazine + issue.

*"Every issue provides information  
which is new to me."*

## CONTENT MARKETING – REACH 15,000 PROFESSIONALS!

### Turnkey advertorials

- 2/1 p. €4,800
- 1/1 p. €3,800
- ½ p. €2,800

The rates include:

- interview on the spot or by phone
- photographing
- content production, revisions, editing, layout
- PDF version for the customer's free use
- publication in the print issue AND linking in one newsletter.

€200 discount, if the pictures are provided by the customer.

€300 discount, if the text is provided by the customer.

## 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: [www.kemia-lehti.fi/wp-content/uploads/2012/01/uutis\\_en18.pdf](http://www.kemia-lehti.fi/wp-content/uploads/2012/01/uutis_en18.pdf)

## DIRECT E-MAILS

Super effective marketing directly to professionals in the field.

- €1,300 / e-mail, repeat discounts

Read more here: [www.kemia-lehti.fi/wp-content/uploads/2012/01/suoraposti2018en.pdf](http://www.kemia-lehti.fi/wp-content/uploads/2012/01/suoraposti2018en.pdf)

## 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 Products and Services column.

Service package rate: €1,200

- Advertisement in the direct e-mail only: €650
- Advertisement in the print issue only: €750

Read more here: [www.kemia-lehti.fi/wp-content/uploads/2012/01/uudettuotteet18en.pdf](http://www.kemia-lehti.fi/wp-content/uploads/2012/01/uudettuotteet18en.pdf)



Scenestockphoto

## FINNISH CHEMICAL MAGAZINE WEBSITE BANNERS

[www.kemia-lehti.fi](http://www.kemia-lehti.fi)

Banner size	Rate (EUR)				
	1 month	2 months	3 months	6 months	12 months
width x height					
450 x 100 pixels	450	650	900	1,200	2,000
160 x 160 pixels	350	550	650	900	1,600

Over 30,000 website viewings and over 17,000 visits annually.

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

## FURTHER INFORMATION

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