

MEDIA CARD 2019

Vol. 46

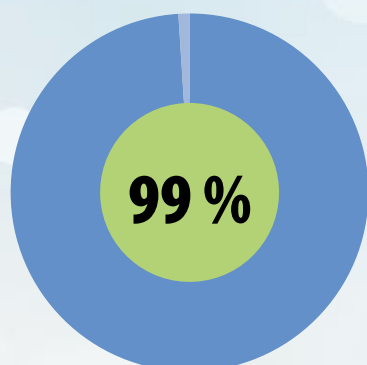
REACH THE DECISION-MAKERS

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.

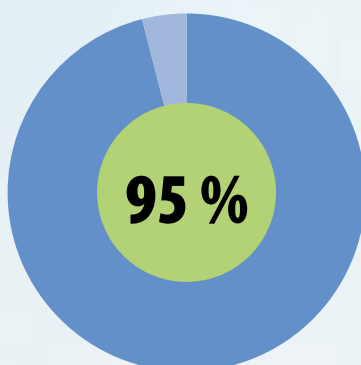
"Finnish Chemical Magazine Kemia enjoys a strong, well-established position in the field. The readers also pay attention to the advertisements and find them useful."

Mr Yrjö Lauha,
Managing Director,
Focus Master Ltd

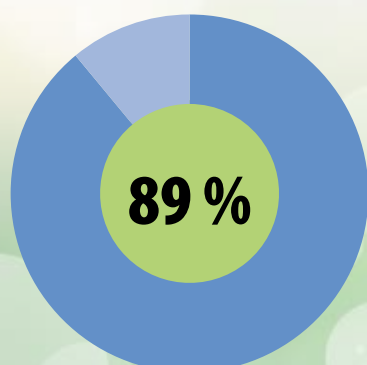
FROM THE READER POLL



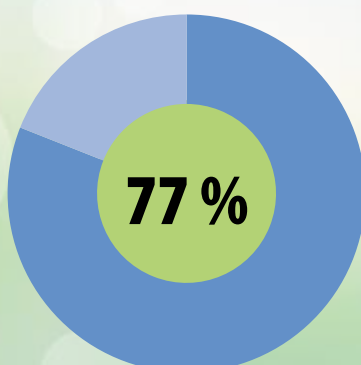
"The magazine is edited in a professional manner."



"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

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

ADVERTISEMENT SALES

Mikko Piirainen
mikko.piirainen@kemia-lehti.fi
tel. +358 44 238 1161

Jaana Koivisto
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	ChemBio Finland 2019. 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, Nov 9–14, 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

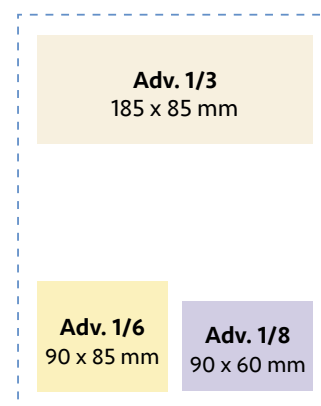
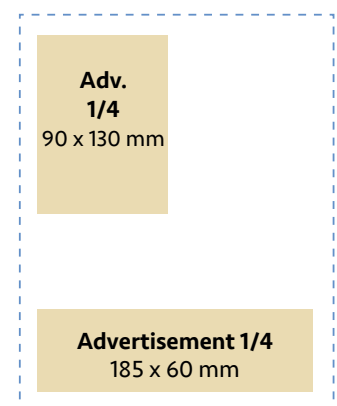
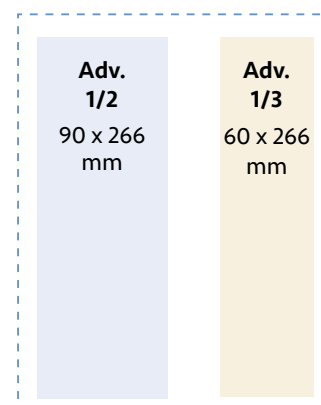
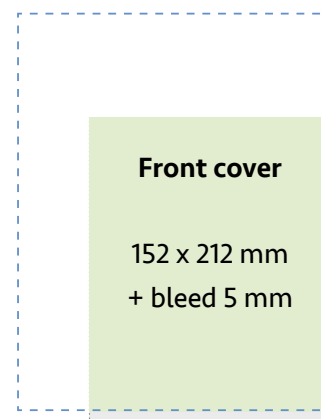
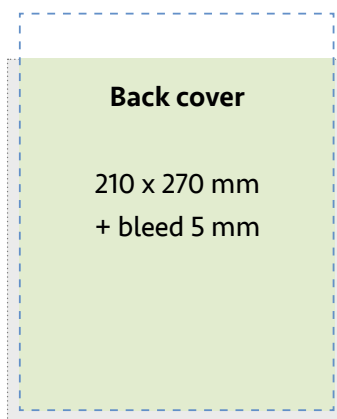
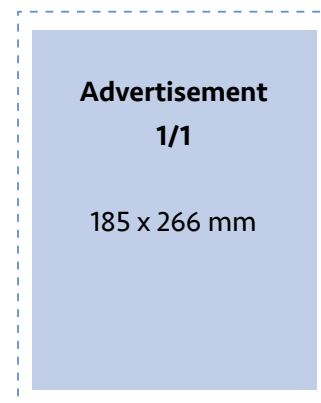
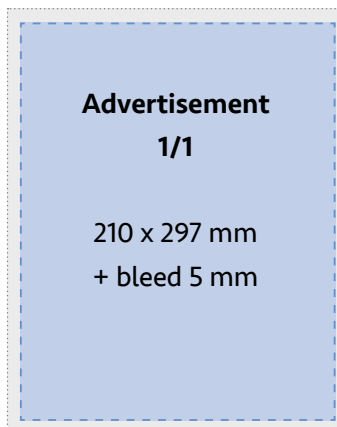
¼ p. in the print magazine + side banner in one newsletter + website side banner for a month on www.kemia-lehti.fi
• EUR 1,950 (normally EUR 2,270)

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

Mikko Piirainen
mikko.piiirainen@kemia-lehti.fi
tel. +358 44 238 1161

Jaana Koivisto
jaana.koivisto@kemia-lehti.fi
tel. +358 40 770 3043

MEDIA CARD 2019

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

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/en/home/

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/en/home/

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/en/home/



Scenestockphoto

FINNISH CHEMICAL MAGAZINE WEBSITE BANNERS

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

Mikko Piirainen
mikko.piiirainen@kemia-lehti.fi
tel. +358 44 238 1161

Jaana Koivisto
jaana.koivisto@kemia-lehti.fi
tel. +358 40 770 3043