

www.kemia-lehti.fi

- Over 2,500 visitors, 3,500 visits, and 16,000 viewings per month.
- Frequently updated content and news not found in the print issues.
- Take advantage of the website and newsletter synergy.

Panorama banners (top banners)

Showings throughout child pages. Showings are shared by two banners 50/50%.

Format: JPG, PNG or GIF. Laptop/tablet screen: width 1,400 px, height 171 px. Phone screen: width 600 px, height 500 px.

- 1 month EUR 500
- 2 months EUR 960
- 3 months EUR 1,320
- 6 months EUR 2,280
- 12 months EUR 3,200
- Material layout from text and pictures provided by the customer +EUR 40/banner.
- Top banner also in newsletter +EUR 450/pc (normally EUR 650).

"We are very satisfied with the effectiveness of our advertorials."
Petra Honkavirta, Product Manager, Hosmed Ltd.

Advertorials

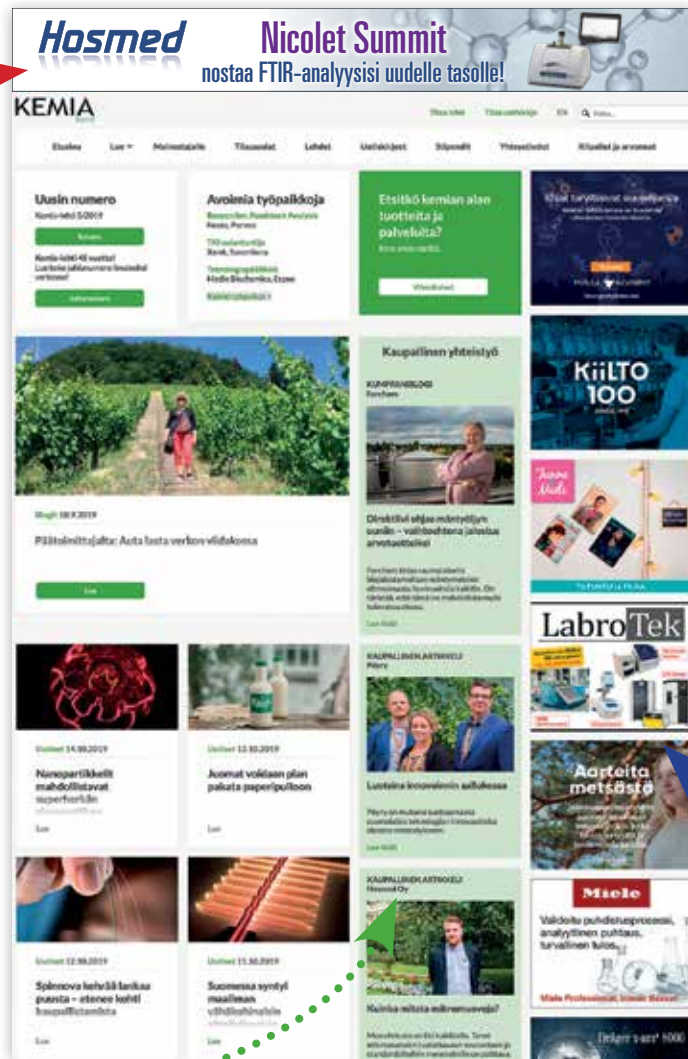
www.kemia-lehti.fi and newsletter

- Text length 2,000–5,000 characters + picture. Text and picture provided by the customer.
- Advertorials are placed on the front page for at least one month, after which they are moved to the commercial cooperation section where they can be easily found based on key words.
- Package includes a lead (300 character text + logo/photo) in the first newsletter after the advertorial publication. Newsletter delivery to over 4,700 mail addresses.
- Price EUR 950 includes text editing and newsletter lead production.
- Also available as turnkey service. Interview over the phone +EUR 550, interview on the spot +EUR 750. Photographing +EUR 200.

Partner blogs

www.kemia-lehti.fi and newsletter

- Length 2,000–5,000 characters, picture of author. Text and photo provided by the customer.
- The blog post is shown on the front page for at least one month, after which it is moved to the commercial articles section where it can be easily found based on key words.
- Package includes a lead (300 character text + photo) in the first newsletter after the advertorial publication. Newsletter delivery to over 4,700 mail addresses.
- Price EUR 950 includes text editing and newsletter lead production.



Box Banners

All box banners are shown on every child page at every viewing, in random order changing from page to page. All spots are equally good.

Format: JPG, PNG or GIF. Width 600 px, height 500 px.

- 1 month EUR 350
- 2 months EUR 670
- 3 months EUR 920
- 6 months EUR 1,590
- 12 months EUR 2,240
- Banner content can be changed without extra charge during advertising period when the period is 3 months or longer.
- Material layout +EUR 40/banner.
- Box banner also in newsletter +EUR 350 euroa/pc (normally EUR 550).

A 24% VAT is added to the prices (does not apply to customers outside Finland).

RESERVATIONS AND FURTHER INFORMATION:

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