

MEDIA CARD 2020

Vol. 47

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 5,500-copy edition on average, the print issue has over 10,000 readers and the e-newsletter over 4,600 subscribers.

"Marketing in the Finnish Chemical Magazine is our way of communication to the customer. It's part of our operations model."

Harri Köymäri, CEO,
Hosmed Ltd.

FROM THE READER SURVEY



99 %

"The magazine is edited in a professional manner."



95 %

"The articles benefit me in my work."



89 %

"The advertisements provide me useful information."



77 %

"The magazine is delivered to my home address."

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

CONTACT INFORMATION

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Printing house

Forssa Print
Circulation 5,000
Circulation of special issues
5,300–8,000

ADVERTISEMENT SALES

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“The relationship between the magazine and the readers seems very strong and well-functioning.”

Yrjö Lauha, Managing Director,
Focus Master Ltd.

“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.



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.

“Number one among Finland’s professional magazines.”

EDITORIAL CALENDAR 2020

ISSUE NO	SPACE RESERVATIONS	DIGITAL MATERIAL	DATE OF ISSUE	ADDITIONAL DISTRIBUTION
1/2020	Jan 13	Jan 16	Feb 5	PacTec and PlastExpo, Helsinki March 11-12, 2020 Themes: analytics, plastics, packages
2/2020	Feb 24	Feb 27	March 18	Research and laboratory professionals Themes: laboratories, health, research
3/2020	Apr 14	Apr 16	May 6	Helsinki Chemicals Forum, Helsinki June 4-5, 2020 Themes: chemicals, laboratories, patents
4/2020	May 25	May 27	June 17	Circular economy and environment professionals Themes: circular economy, bioeconomy, environment
5/2020	Aug 10	Aug 13	Sept 2	EuroSafety, Tampere Sept 8-10, 2020 Chemical and process industry professionals Themes: chemical industry, processes, safety
6/2020	Sept 21	Sept 24	Oct 14	Kokkola Material Week, Nov 7-11, 2020 Themes: analytics, research, materials
7/2020	Nov 1	Nov 5	Nov 25	Biotechnology and laboratory professionals Science Days, Helsinki Jan, 2021 Themes: laboratories, patents, bio sciences

ADVERTISEMENT RATES AND TERMS

Note the updated rates – for your benefit.
For advertisers in Finland, a 24 % VAT will be added to the rates (does not apply to other countries).

Size	Rate in 2020 (EUR)	Earlier rate (EUR)
Second cover	2,700	3,300
Back cover	2,700	3,300
Additional cover ¹⁾	3,000	3,600
2/1 s. (spread)	3,500	4,200
1/1 p.	2,600	3,200
1/2 p.	1,800	2,200
1/3 p.	1,550	1,800
1/4 p.	1,300	1,500
1/6 p.	950	1,100
1/8 p.	750	900

¹⁾ 1/1 p. additional cover folded over front and back covers.

QUANTITY DISCOUNTS

Take advantage of an annual deal: the more advertisements in the print issue, the bigger quantity discount.

Discounts for print magazine media prices:

- 2 advertisements: -5%
- 3 advertisements: -10%
- 4 advertisements: -15%
- 5 advertisements: -20%
- 6 advertisements: -25%
- 7 advertisements: -30%

“The advertisements provide additional information.”

NEW IN 2020:

Special cover for your own target group!

Option for those advertising in an issue.
Order an additional edition for your own target group.
On the front cover of the additional edition copies there is a space for your logo and text, max 150 characters.

The special cover is a way to spotlight your advertorial or draw attention to an article important for you.

The package includes an additional distribution to your stakeholders or potential customers. Size of the additional edition and target group according to your wishes.

- Basic price EUR 880 includes a maximum 200 copy additional edition. Price of each following 100 copy batch is EUR 80. Postal costs is EUR 1/copy or EUR 60/additional edition delivered to you.
- Special cover is also available for the whole edition. Price EUR 1,600 + postal costs of possible additional edition.

Advertisement 1/1
210 x 297 mm
+ bleed 5 mm

Advertisement 1/1
185 x 266 mm

Back cover
210 x 270 mm
+ bleed 5 mm



Advertisement 1/2
185 x 130 mm

Adv. 1/2
90 x 266 mm

Adv. 1/3
60 x 266 mm

Adv. 1/4
90 x 130 mm

Advertisement 1/4
185 x 60 mm

Adv. 1/3
185 x 85 mm

Adv. 1/6
90 x 85 mm

Adv. 1/8
90 x 60 mm

ADDITIONAL 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

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.

INSERTS TO ADDRESS:

Forssa Print / sitomo, Helsingintie 22, FI-30300 Forssa

Note on the package:
 Finnish Chemical Magazine + issue No.

"We are very satisfied with the effectiveness of our advertorials."

Petra Honkavirta, Product Manager, Hosmed Ltd.

PREMIUM PACKAGE ADVERTORIALS

Excellent print and online (website + newsletter) visibility.
 Turnkey service.

- 2/1 p. EUR 5,200
- 1/1 p. EUR 4,500
- ½ p. EUR 3,700

The rates include: interview, photographing, content production, revisions, editing, layout, PDF version for the customer's free use, publication in a print issue, on website and in newsletter.
 EUR 200 discount, if the pictures are provided by the customer.
 EUR 400 discount, if the text is provided by the customer.

Read more:

www.kemia-lehti.fi/en/advertisements-and-subscriptions

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: EUR 1,250
- Advertisement in the direct e-mail only: EUR 750
- Advertisement in the print issue only: EUR 750

Read more:

www.kemia-lehti.fi/en/advertisements-and-subscriptions

GREEN PAGES – AT YOUR SERVICE

Cost-effective annual visibility in print issues, on website, in newsletter and product e-mails. Prices from EUR 100/month.

Read more:

www.kemia-lehti.fi/en/advertisements-and-subscriptions

FINNISH CHEMICAL MAGAZINE DIGITAL CHANNELS

NEWSLETTERS

Cost-effective marketing to over 4,600 professionals.
 Ideal channel for target marketing and job advertisements.

Read more:

www.kemia-lehti.fi/en/advertisements-and-subscriptions

DIRECT E-MAILS

Super effective marketing directly to professionals in the field.
 EUR 1,390 / e-mail.

Read more:

www.kemia-lehti.fi/en/advertisements-and-subscriptions

"Direct e-mails are an effective supplement to the rest of our marketing."

Anu Jauhiainen, Marketing Officer, AEL

WEBSITE ADVERTORIALS AND PARTNER BLOGS

Prices from EUR 950/article. Also turnkey service.
 Price includes publication on the website and in one newsletter.
www.kemia-lehti.fi: over 2,500 visitors, 3,500 visits and 16,000 viewings per month.

Read more:

www.kemia-lehti.fi/en/advertisements-and-subscriptions

WEBSITE BANNERS • www.kemia-lehti.fi

Banner size	Price (EUR) + VAT 24 %				
width x height	1 month	2 months	3 months	6 months	12 months
Panorama banner, 2 spots, 1400 x 171 px (600 x 500 px for mobile)	500	960	1,320	2,280	3,200
Side banner, 8 spots 600 x 500 px	350	670	920	1,590	2,240

Our website has over 190,000 viewings annually!

Read more:

www.kemia-lehti.fi/en/advertisements-and-subscriptions



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