

# MEDIA CARD 2021

Vol. 48

## ADVERTISE IN THE VERSATILE CHANNELS OF FINNISH CHEMICAL MAGAZINE!

- Advertisements and advertorials in print issues and digital channels
- E-newsletter
- Tailored e-blasts to newsletter subscribers
- Popular website **www.kemia-lehti.fi**
- Advantageous packages

Finnish Chemical Magazine is Finland's leading special magazine of chemistry and related fields, which reaches the professionals and decision-makers. Print magazine has over 5,000 circulation and over 10,000 readers. Newsletter has 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 way."

94 %

"The articles benefit me in my work."

89 %

"The advertisements provide me useful information."

65 %

"I am involved in procurement."

### 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

### Publisher

Kempulssi Ltd  
Asolantie 29 b, FI 01400 Vantaa  
toimitus@kemia-lehti.fi  
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### Editor-in-Chief, Managing Director

Leena Joutsen  
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### Managing Editor

Päivi Ikonen  
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### Secretary

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### Layout

K-Systems Contacts Ltd  
Päivi Kaikkonen  
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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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Jaana Koivisto  
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**“The relationship between the magazine and the readers seems very strong and well-functioning.”**

Mr 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.

## EDITORIAL CALENDAR | Kemia-Kemi 2021

ISSUE NO	SPACE RESERVATIONS	DIGITAL MATERIAL	DATE OF ISSUE	TOPICS INCLUDE
1/2021	Jan 15	Jan 19	Feb 4	Circular economy, bioeconomy, energy
	Additional distribution: Circular economy and bioeconomy professionals			
2/2021	Feb 25	March 1	March 18	Laboratories, diagnostics, health
	Additional distribution: Laboratory, diagnostics, and health care professionals			
3/2021	Apr 9	Apr 13	Apr 29	Wellbeing and sustainable development
	Additional distribution: ChemBio 2021: A virtual preview event, April 28, 2021 • EuroSafety, Tampere May 18–20, 2021			
4/2021	May 20	May 24	June 10	Laboratories, patents, biosciences
	Additional distribution: Bioscience professionals			
5/2021	Aug 19	Aug 23	Sept 9	Chemical industry, bioindustry, processes
	Additional distribution: Chemical and process industry professionals • Life Science Live, Turku Sept 16–19, 2021			
6/2021	Sept 30	Oct 4	Oct 21	Analytics, research, materials
	Additional distribution: Kokkola Material Week, Nov 2021			
7/2021	Nov 11	Nov 15	Dec 2	Laboratories, health, wellbeing
	Additional distribution: Health care professionals			

## 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	PRICE (EUR)
Front cover	3,300
Second cover	2,700
Back cover	2,700
Additional cover <sup>1)</sup>	3,000
2/1 p. (spread)	3,900
	• 2/1 p. advertorial 4,000
	• Text production +700
	• Photo shoot +300
	• Digital channel publication +900
1/1 p.	2,600
	• 1/1 p. advertorial 2,700
	• Text production +600
	• Photo shoot +300
	• Digital channel publication +900
½ p.	1,800
	• 1/2 p. advertorial 1,900
	• Text production +500
	• Photo shoot +300
	• Digital channel publication +900
1/3 p.	1,550
¼ p.	1,300
1/6 p.	950
1/8 p.	790

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

**ADVERTORIALS** are based on material (text, pictures, logo) provided by the customer. Pic and logo resolution 300 DPI. Text editing, layout, and necessary alterations are included in the rate. The customer may use the advertorial freely after publication.

### Additional services and examples:

- Text produced by our editor: Rate includes remote interview, text production and revision. Extra charge for interview on the spot EUR 150. Photos provided by the customer.
- Photo shoot included = Turnkey advertorial: Rate includes text production and photo shoot. The picture may further be used by the customer for EUR 150.
  - ▶ See sample of 1/1 p. Turnkey advertorial.
- With digital channels = Premium package: Advertorial published in print magazine, on website and in newsletter. Rate includes editing the advertorial for website version. Extra publication in another newsletter EUR 200.
  - ▶ Sample of website advertorial.
- Example 1: 1/1 p. advertorial in print magazine (text and pictures provided by customer) + on website [www.kemia-lehti.fi](http://www.kemia-lehti.fi) + in one newsletter EUR 3,600.
- Example 2: 2/1 p. advertorial in print magazine (text produced by our editor, pictures provided by customer) + on website + in two newsletters EUR 4,400.

## INSERTS

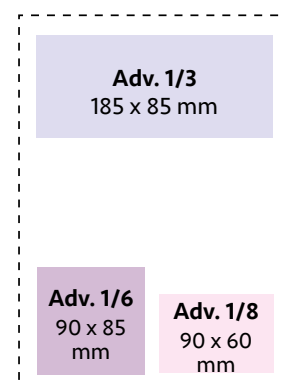
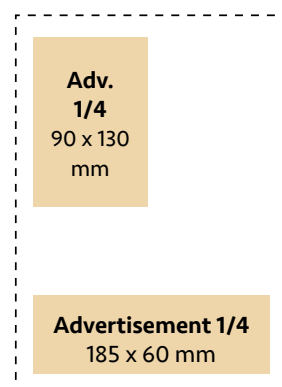
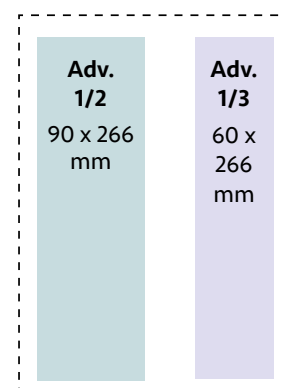
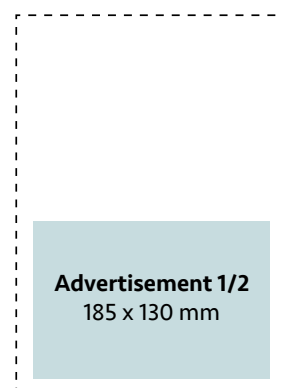
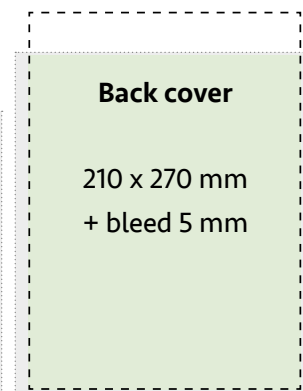
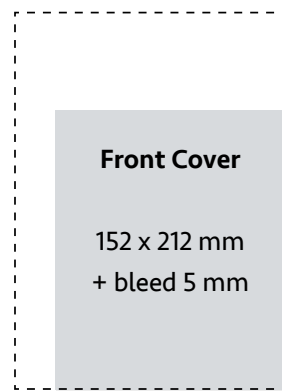
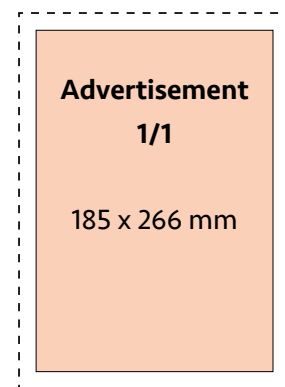
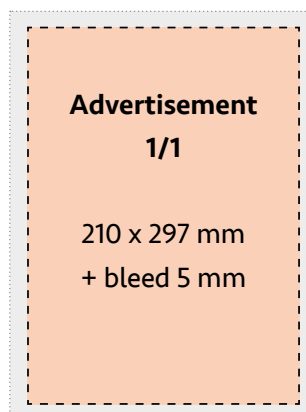
- Unfolded card or 2-page insert €2,900
- 4-page insert €3,400
- 6- or 8-page insert €3,900
- 10- or 12-page insert €4,300

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: PunaMusta/sitomo, Viksbergintie 2-4, 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.*

## ADDITIONAL INFORMATION

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[jaana.koivisto@kemia-lehti.fi](mailto:jaana.koivisto@kemia-lehti.fi)

## 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 %

## PACKAGE SOLUTIONS

Cost-effective choice: Combine print magazine and digital channels!

PACKAGE	RATE (EUR)
<b>Package 1</b>	
1/1 p. advertisement in print + tailored e-blast to newsletter subscribers	<b>3,390</b> (norm. 3,990)
<b>Package 2</b>	
1/1 p. advertisement in print + top banner in newsletter+ side banner on website for one month	<b>3,090</b> (norm. 3,640)
<b>Package 3</b>	
½ p. advertisement in print + tailored e-blast	<b>2,690</b> (norm. 3,190)
<b>Package 4</b>	
½ p. advertisement in print + top banner or broad advertisement in newsletter	<b>2,090</b> (norm. 2,450)
<b>Package 5</b>	
¼ p. advertisement in print + top banner in newsletter + side banner on website for one month	<b>1,990</b> (norm. 2,340)
<b>Package 6</b>	
¼ p. Products and services advertisement in print + top banner in newsletter + side banner on website for one month	<b>1,490</b> (norm. 1,790)
<b>Package 7</b>	
¼ p. Products and services advertisement in print + top banner or broad advertisement in newsletter	<b>1,190</b> (norm. 1,400)

## TECHNICAL DATA

Size: A4 (210 x 297 mm), paperback  
 Printing method: Offset  
 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)



**"E-blasts to newsletter subscribers always bring new participants to our events."**

Harri Köymäri, CEO, Hosmed Ltd

## 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](http://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](http://www.kemia-lehti.fi/en/advertisements-and-subscriptions)

### WEBSITE ADVERTORIALS AND PARTNER BLOGS

Prices from EUR 990/article. Also turnkey service.

Price includes publication on the website and in one newsletter. **www.kemia-lehti.fi**: over 5,000 visitors, 7,000 visits and 30,000 viewings per month.

Read more:

[www.kemia-lehti.fi/en/advertisements-and-subscriptions](http://www.kemia-lehti.fi/en/advertisements-and-subscriptions)

### WEBSITE BANNERS • [www.kemia-lehti.fi](http://www.kemia-lehti.fi)

Banner size width x height	Price (EUR) + VAT 24 %				
	1 month	2 months	3 months	6 months	12 months
<b>Panorama banner, 2 spots, 1400 x 171 px</b> (600 x 500 px for mobile)	550	990	1 390	2 350	3 500
<b>Side banner, 8 spots</b> <b>600 x 500 px</b>	390	750	990	1 690	2 450

Our website has over 350,000 viewings annually!

Read more:

[www.kemia-lehti.fi/en/advertisements-and-subscriptions](http://www.kemia-lehti.fi/en/advertisements-and-subscriptions)

## PRODUCTS AND SERVICES

Cost-effective marketing – reach 15,000 professionals!

Service package includes:

- Advertisement in an e-blast 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 e-blast only: EUR 750
- Advertisement in the print issue only: EUR 750

Read more:

[www.kemia-lehti.fi/en/advertisements-and-subscriptions](http://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 products e-blasts. Prices from EUR 105/month.

Read more:

[www.kemia-lehti.fi/en/advertisements-and-subscriptions](http://www.kemia-lehti.fi/en/advertisements-and-subscriptions)

### ADDITIONAL INFORMATION

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