

# MEDIA CARD 2022

Vol. 49

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

- Advertisements and advertorials in print issue and its digital version
- E-newsletter
- Tailored e-blasts to newsletter subscribers
- Popular website **www.kemia-lehti.fi**
- Package solutions: combine print + digital advertising

Finland's leading chemistry and related fields special magazine, Finnish Chemical Magazine reaches the professionals and decisionmakers. Print magazine has over 5,000 circulation and over 10,000 readers. Each copy is read for 2,2 times on average. Newsletter has over 4,600 subscribers. Website [www.kemia-lehti.fi](http://www.kemia-lehti.fi) attracts over 6,000 visitors, over 7,500 visits, and over 32,000 viewings per month.

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

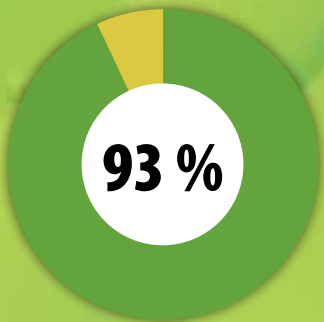
*Harri Köymäri, CEO,  
Hosmed Ltd.*

## FROM THE READER SURVEY



**95 %**

**"I am happy with the magazine's content."**



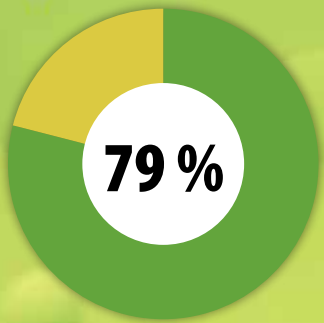
**93 %**

**"I read the most interesting advertisements."**



**89 %**

**"I receive useful information from the advertisements."**



**79 %**

**"The magazine is an important source of information for me."**

### The readers:

- 99% consider the magazine is edited in a professional way.
- 80% of those in working life are involved in procurement.
- 77% receive the magazine in their home address.
- 63% has been a reader for five years or more.
- 62% read the print issue and the newsletter.
- 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

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### Managing Editor

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### Secretary

Sanna Alajoki  
tel. +358 50 336 5613  
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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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Jaana Koivisto  
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tel. +358 40 770 3043

“Finnish Chemical Magazine received an exceptional amount of positive feedback. Also the advertisements’ attention value was above the average.”

Jukka Helske,  
Researcher, JHelske Research

“For us, Finnish Chemical Magazine is a very important media, which has proved its effectiveness over and over again.”

Harri Köymäri,  
CEO, Hosmed Ltd



## DISCOUNTS AND TERMS OF PAYMENT

Media agency discount 15 %.  
Repeat discounts by agreement.  
General terms of payment: 7 days net.

## CANCELLATION OF RESERVED SPACE

Cancellations not later than 4 weeks before the publication date. If the cancellation is made later, max 50% of the advertisement rate can 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, SPECIAL TOPICS AND ADDITIONAL DISTRIBUTION 2022

| ISSUE  | SPACE RESERVATIONS    |               | DIGITAL MATERIAL | DATE OF ISSUE | SPECIAL TOPICS INCLUDE   |
|--|-----------------------|---------------|------------------|---------------|--|
|  | Turn key advertorials | Other adverts |                  |               |  |
| 1/2022   | Jan 10                | Jan 24        | Jan 26           | Feb 11        | Materials, circular economy, safety                                  |
| Additional distribution: Research and industry professionals, chemistry students   |                       |               |                  |               |  |
| 2/2022   | Feb 18                | Mar 3         | Mar 8            | Mar 25        | Laboratories, innovations, life sciences                             |
| Additional distribution: PacTec, FoodTec and PlastExpo Nordic, Helsinki May 18–19  |                       |               |                  |               |  |
| 3/2022   | Apr 8                 | Apr 21        | Apr 26           | May 13        | <b>ChemBio Finland 2022</b><br>Wellbeing and sustainable development |
| Additional distribution: Northern Industry, Oulu May 18–19 • ChemBio Finland and Helsinki Chemicals Forum, Helsinki June 8–9   |                       |               |                  |               |  |
| 4/2022   | May 13                | May 25        | May 31           | June 17       | Green chemistry, circular economy, laboratories                      |
| Additional distribution: Life science professionals  |                       |               |                  |               |  |
| 5/2022   | Aug 5                 | Aug 18        | Aug 23           | Sept 9        | Chemical industry, laboratories, processes                           |
| Additional distribution: Chemical and process industry professionals<br>• EuroSafety 2022, Tampere Sept 13–15 • Laboratory Medicine and Exhibition, Helsinki Oct 6–7 |                       |               |                  |               |  |
| 6/2022   | Sept 16               | Sept 29       | Oct 4            | Oct 21        | Laboratories, analytics, materials                                   |
| Additional distribution: Finnateria, Jyväskylä Oct 25–27 • Kokkola Material Week, Kokkola Nov 14–17  |                       |               |                  |               |  |
| 7/2022   | Oct 28                | Nov 10        | Nov 15           | Dec 2         | Research, health, patents  |
| Additional distribution: Health and safety 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       |
| <ul style="list-style-type: none"> <li>• 2/1 p. advertorial</li> <li>• Text production</li> <li>• Photo shoot</li> <li>• Digital channel publication</li> </ul> | 4,000       |
|   | +700        |
|   | +300        |
|   | +900        |
| 1/1 p.  | 2,600       |
| <ul style="list-style-type: none"> <li>• 1/1 p. advertorial</li> <li>• Text production</li> <li>• Photo shoot</li> <li>• Digital channel publication</li> </ul> | 2,700       |
|   | +600        |
|   | +300        |
|   | +900        |
| ½ p.  | 1,800       |
| <ul style="list-style-type: none"> <li>• 1/2 p. advertorial</li> <li>• Text production</li> <li>• Photo shoot</li> <li>• Digital channel publication</li> </ul> | 1,900       |
|   | +500        |
|   | +300        |
|   | +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 1/1 p. Turnkey article.
- 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: 1/1 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've been busy,  
thanks to advertising."**

Timo Saarela, Product Manager, Hosmed Ltd

### ADDITIONAL INFORMATION

Seija Kuoksa  
tel. +358 40 827 9778  
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Jaana Koivisto  
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## 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) |

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

Harri Köymäri, CEO, Hosmed Ltd

## 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**

## 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

Price EUR 1,150 includes text editing, publication on the website and in one newsletter (value EUR 650).

[www.kemia-lehti.fi](http://www.kemia-lehti.fi): over 6,000 visitors, 7,500 visits and 32,000 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<br>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><br>(600 x 500 px for mobile) | 550                    | 990      | 1 390    | 2 350    | 3 500     |
| <b>Side banner, 8 spots</b><br><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, and in newsletters. Prices from EUR 1,200/year.

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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