

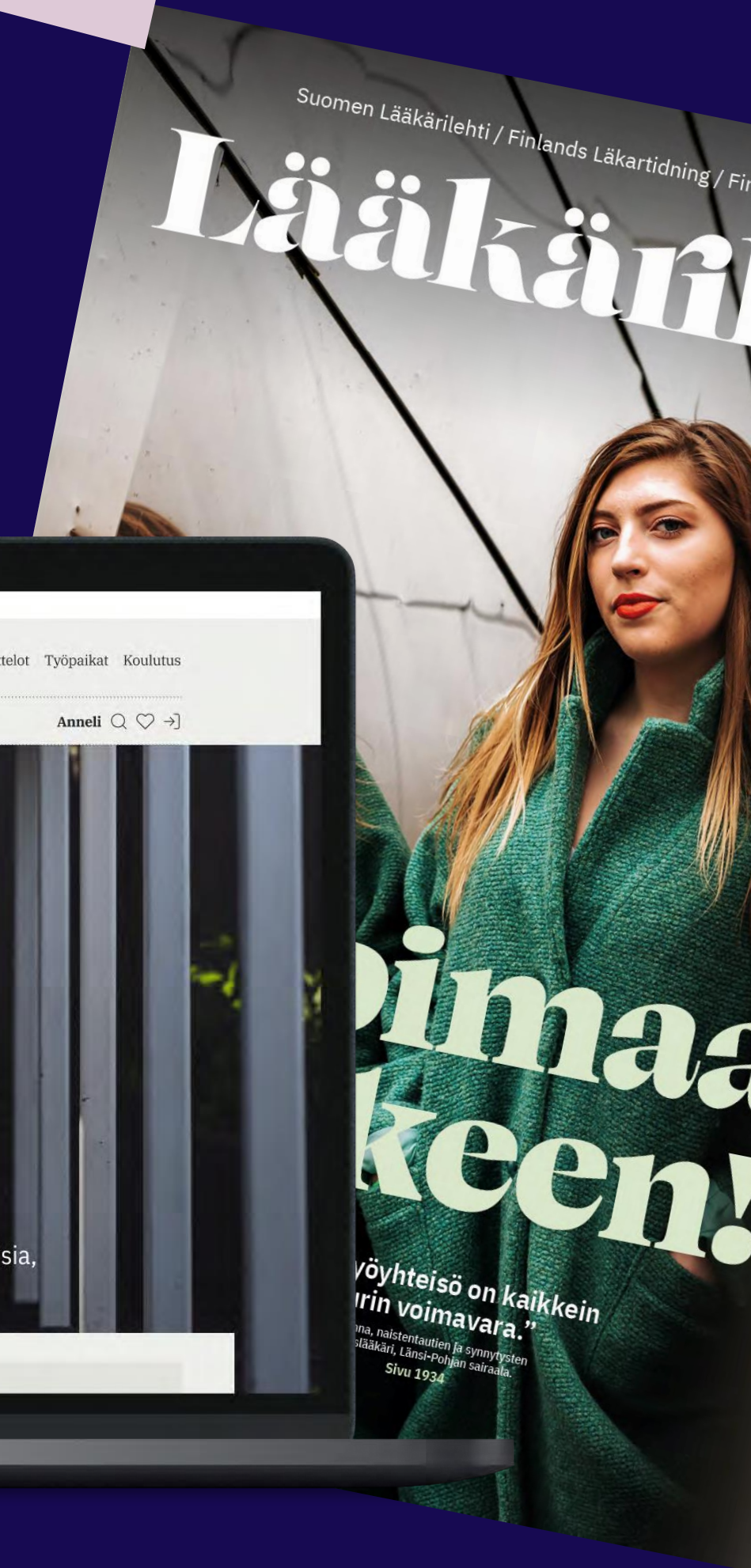
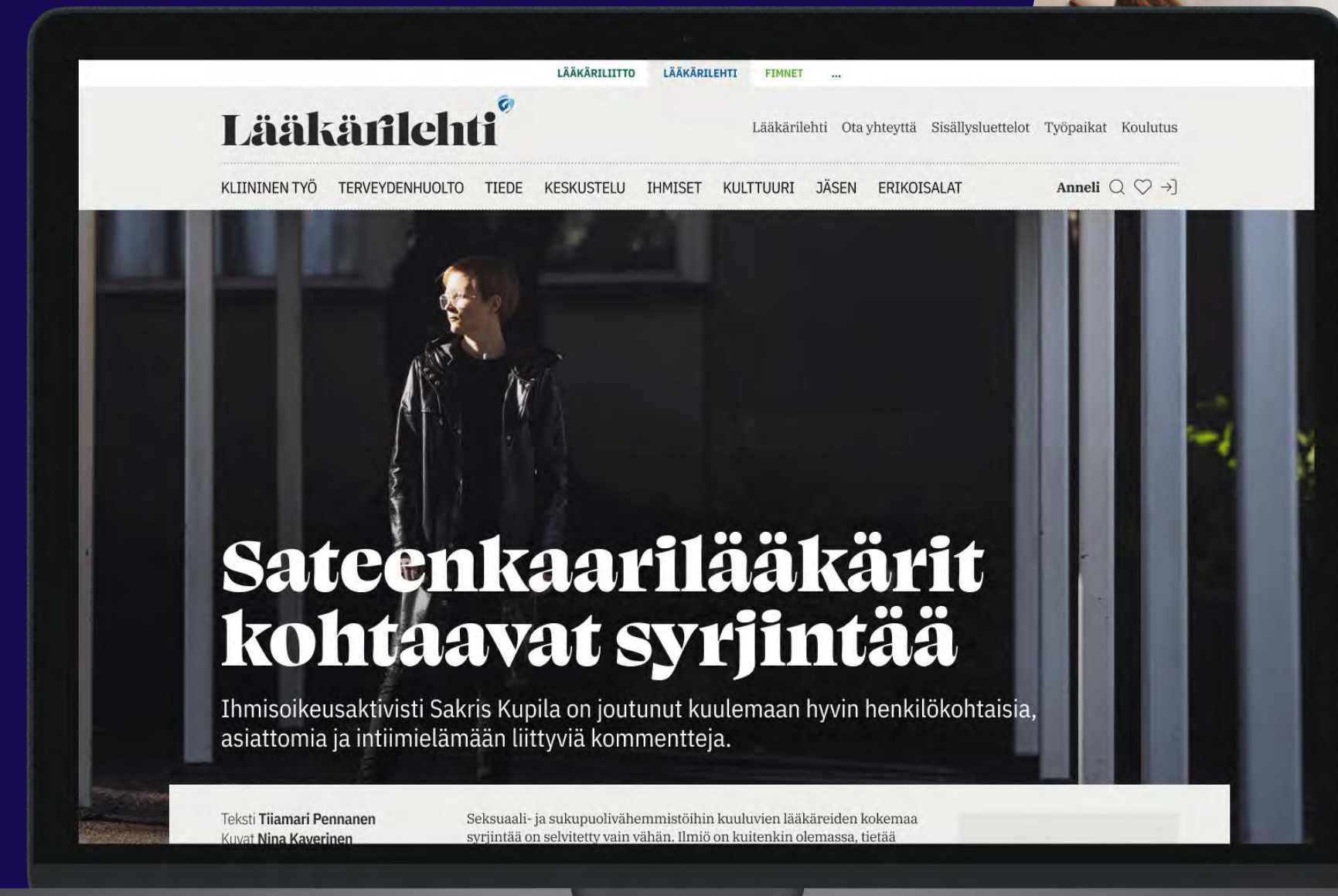
# Lääkärilehti<sup>®</sup>

# Mediacard

# 2024

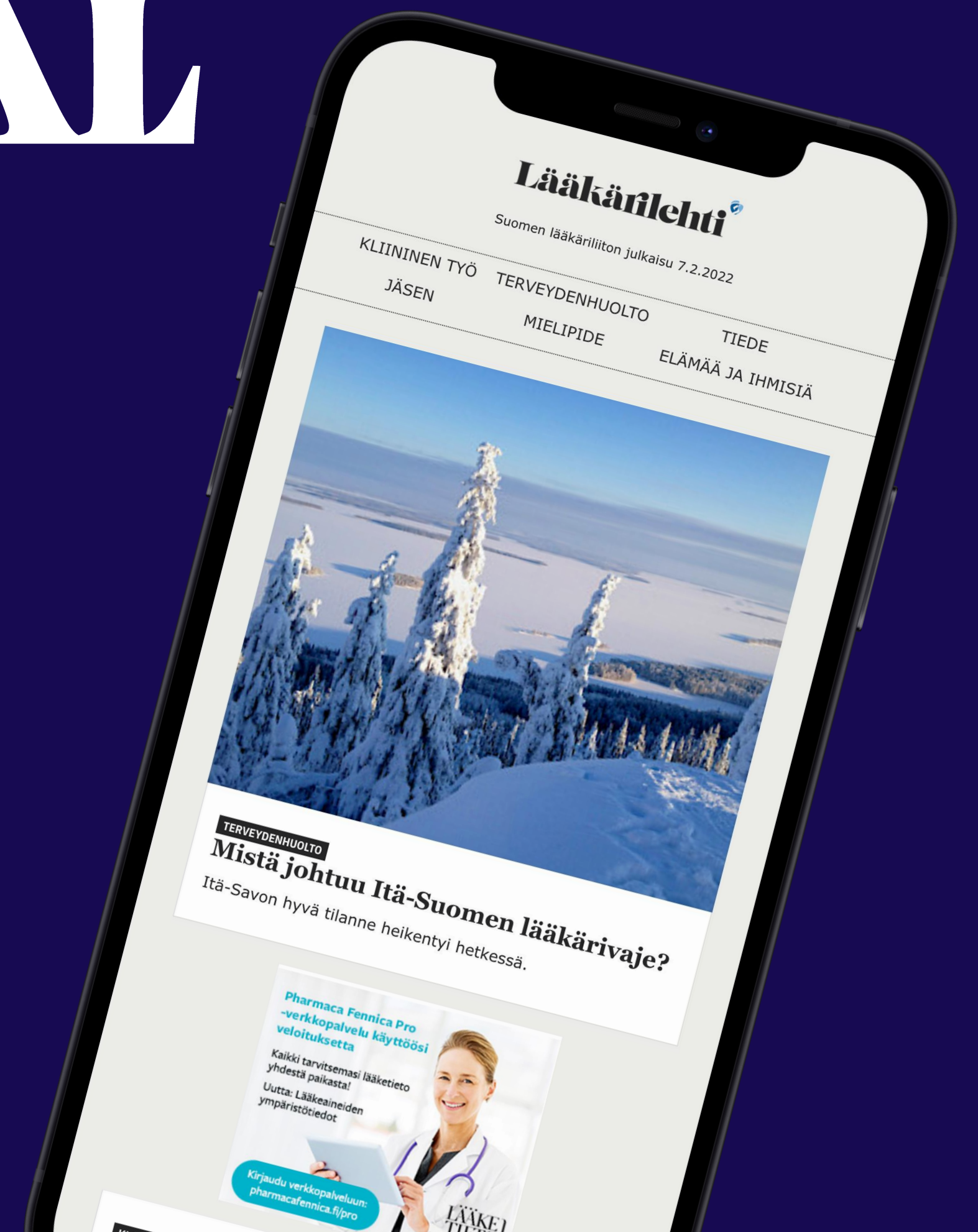
LÄÄKÄRILEHTI NEWSLETTERS  
LÄÄKÄRILEHTI.FI -WEBSITE

The most read  
medical journal



# FINNISH MEDICAL JOURNAL NEWSLETTERS

BANNER SIZES, PRICES AND  
INSTRUCTIONS



# Advertisement sizes, prices and instructions

## FINNISH MEDICAL JOURNAL NEWSLETTER

- Reaches about 27 000 doctors / Open rate 50 %
- Published on Mondays, Wednesdays, Thursdays and Fridays.
- The newsletters contain a compilation of the most interesting and important news items and comments from the previous days.

BANNER POSITION	SIZE	PRICE / PCS.	PRICE / 3 PCS.
Box	300 x 250 px (max 100 kt)	1 000 €	2 400 €
Parade	600 x 250 px (max 150 kt)	1 500 €	3 500 €

VAT will be added to the prices.

## NEWSLETTER FOR MEDICAL STUDENTS

- Reaches about 4 300 medical students
- Only brand or job advertising (no advertising of prescription medicines)
- Published 4 times a year : ask for schedule

BANNER POSITION	SIZE	PRICE / PCS.
Box	300 x 250 px (max 100 kt)	450 €
Parade	600 x 250 px (max 150 kt)	700 €

VAT will be added to the prices.

## COPY REQUIREMENTS

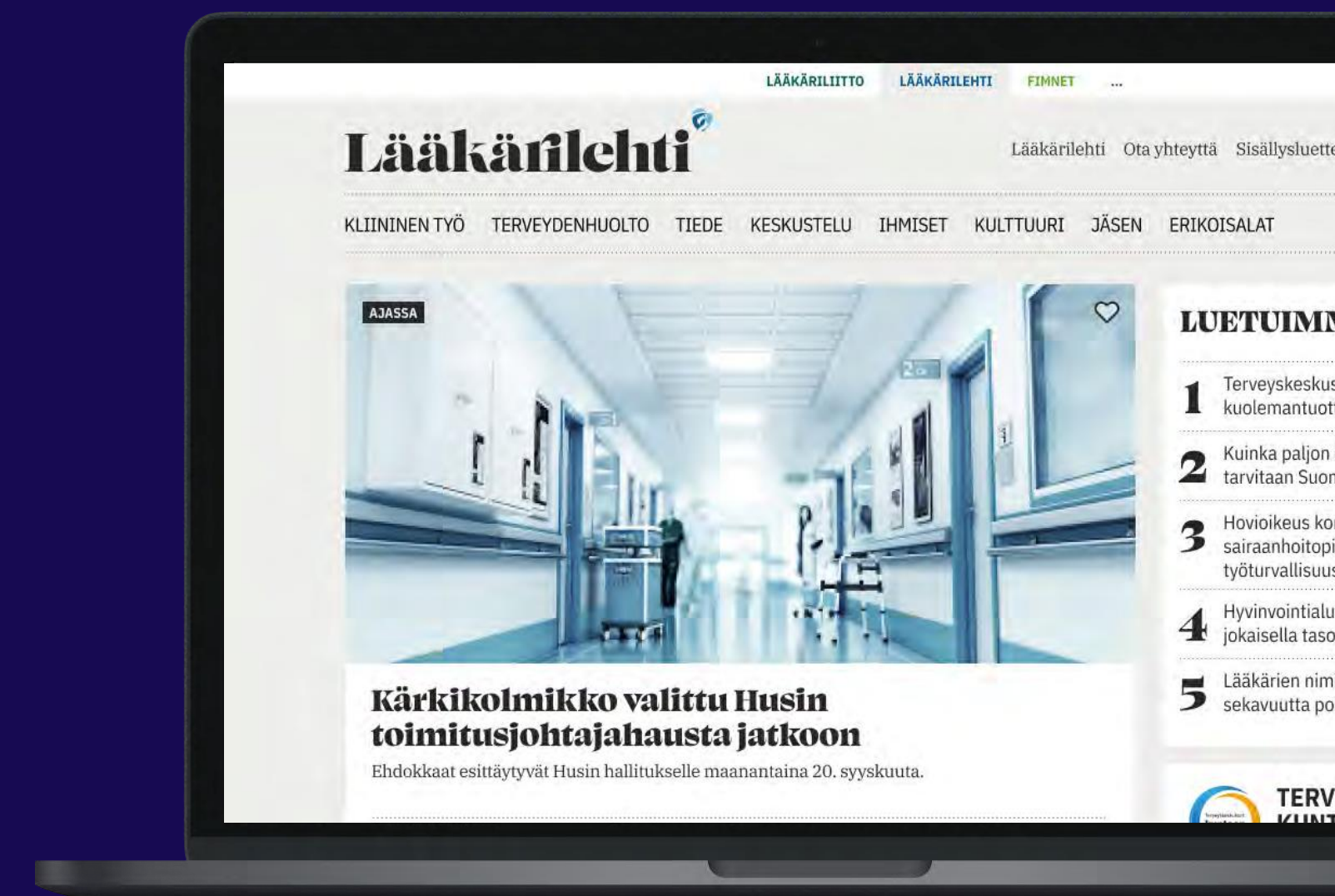
- Static jpg, gif, png (flash and 3rd party tag not suitable)
- Link/URL address where the advertisement should be directed to when clicked (campaign's www-address)

## SUBMISSION OF COPY

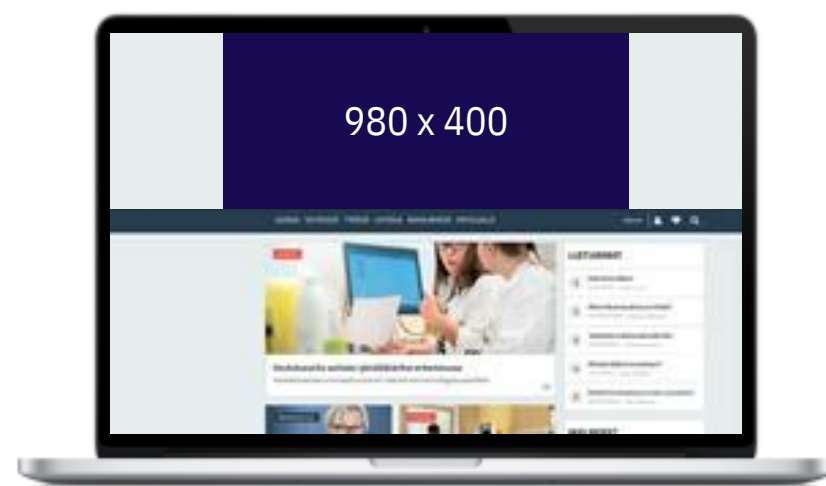
Banners must be submitted through the links provided in the order confirmation or email [laakarikompassi@laakariliitto.fi](mailto:laakarikompassi@laakariliitto.fi).

# ADVERTISING ON LÄÄKÄRILEHTI.FI WEBSITE

BANNER SIZES, PRICES AND  
INSTRUCTIONS



# Advertisement sizes, prices and instructions



Parade, through the site  
980 x 400 px (max 200 kt)



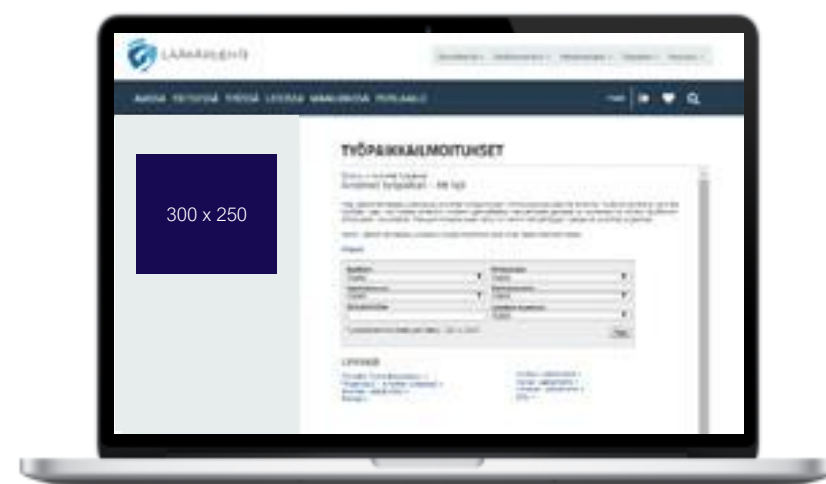
Article page: Giant box  
600 x 250 px (max 150 kt)



Front page: box top right  
300 x 250 px (max 100 kt)



Article page: box  
300 x 250 px (max 100 kt)



Jobs page: box  
300 x 250 px (max 100 kt)

## ADVERTISER LINK TO WWW.LAAKARILEHTI.FI

- Add the logo of your company or service to the advertiser links section (bottom right of the page)
- Size of banner 150 x 400 px
- Price € 8 500 / year + VAT.

BANNER POSITION	SIZE	PRICE
Parade, through the site <small>For the banner to be visible on mobile devices, a mobile version of the same banner is needed.</small>	980 x 400 px (max 200 kt) 300 x 250 px (max 100 kt)	3 200 € / week
Article page: Giant box (txt)	600 x 250 px (max 150 kt)	3 000 € / week
Article page: Giant box	600 x 250 px (max 150 kt)	2 900 € / week
Article page: Box	300 x 250 px (max 100 kt)	2 800 € / week
Jobs page: Box	300 x 250 px (max 100 kt)	1 300 € / week
Front page: Box	300 x 250 px (max 100 kt)	600 € / week

VAT will be added to the prices.

TARGET GROUP SIZE	PARADE: PRICE / week	GIANT BOX: PRICE / WEEK	ARTICLE BOX: PRICE / WEEK
1 – 500	1 200 €	1 100€	1 000 €
501 – 1 000	1 500 €	1 400 €	1 300 €
1 001 – 2 500	2 000 €	1 900 €	1 600 €
2 501 – 5 000	2 700 €	2 500 €	2 300 €

VAT will be added to the prices.

## COPY REQUIREMENTS

- Static jpg, gif, png or animated gif (3rd party tag not suitable)
- Link/URL address where the advertisement should be directed to when clicked (campaign's www-address)

## SUBMISSION OF COPY

Banners must be submitted through the links provided in the order confirmation or email [laakarikompassi@laakariliitto.fi](mailto:laakarikompassi@laakariliitto.fi).

**70%**

of doctors read the Finnish  
Medical Journal online  
at least monthly

# Media sales and Finnish Medical Journal information

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COMPLAINTS Within 8 days of the date of publication.

CANCELLATION OF  
ADVERTISEMENTS  
[Read Cancellations Terms](#)

INVOICING DETAILS If the payer requires a purchasing number, order number or equivalent to be marked on the invoice, the number must be submitted to the advertising sales department by the advertising materials date.

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