

Farmasia

RATE CARD 2024

PUBLISHER

Farmasialiiton Palvelut Oy
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ADVERTISEMENT SALES

Saarsalo Oy
 Sales Manager Maria Turppa
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Advertisement submissions:
 viestinta@farmasialiitto.fi

PRODUCTION AND LAYOUT

Omnipress Oy
 Väretehtaankatu 8, 4th floor, 01300 Vantaa, Finland
 tel. +358 9 273 0000
 Website: omnipress.fi

PRINTING

Print run: 6,500
 ISSN 1796-6116

TECHNICAL SPECIFICATIONS

Size 210 x 280 mm
 Galenos pages.....(16 pp.) 210 x 270 mm
 Printing method Offset
 Ruling distance 60/48 lines
 Submission requirements Print-quality PDF
 Paper Cover Lumiart Silk 130 g
 Inside pages G-Print 90 g
 Binding Adhesive
 Place of printing Newprint Oy
 Tujussuontie 1,
 21280 Raisio, Finland

PUBLICATION TIMES AND SUBMISSION DEADLINES FOR 2024

Issue	Advertisement booking deadline	Final advertisement submissions	Publication date
1	19 January	29 January	16 February
2	22 March	2 April	19 April
3	17 May	27 May	14 June
4	6 September	16 September	4 October
5	1 November	11 November	29 November

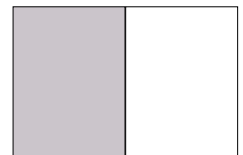
Publication orders to be submitted by the booking deadline. Please see the following page for submission requirements. Supplements are possible. **Please contact our advertisement marketing service for more information!**

ADVERTISEMENT SIZES AND PRICING

SIZE CMYK/€

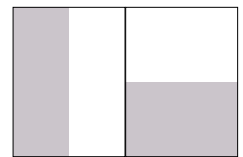
1/1 page

inside pages: 210 x 280 mm ... **3,100 + VAT**
 inside covers: 210 x 280 mm. **3,500 + VAT**
 back cover: 210 x 250 mm **3,700 + VAT**
 (+ 5 mm trimming allowance)



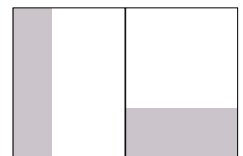
1/2 page 2,300 + VAT

vertical: 105 x 280 mm
 horizontal: 210 x 140 mm
 (+ 5 mm trimming allowance)



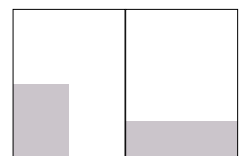
1/3 page 2,200 + VAT

vertical: 70 x 280 mm
 horizontal: 210 x 93 mm
 (+ 5 mm trimming allowance)



1/4 page 1,800 + VAT

vertical: 100 x 130 mm
 horizontal: 210 x 70 mm
 (+ 5 mm trimming allowance)



Banner ads for our online publication (farmasialehti.fi):

Front page: 540x620 : **1,500 + VAT** / month
 540x300 : **1,000 + VAT** / month
 Article page: 550x(max)720: **600 + VAT** / week

Please submit banner contents at least three days before publication.

The online journal reaches 70,000 people with an interest in pharmacy annually. Especially the research stories published in the journal are also of interest to a wider audience.

SUBMISSION REQUIREMENTS

PDF submissions

- Please send the submission as a single PDF file including all elements of the advertisement (images, graphs, fonts).
- Images should be in CMYK format, 300 dpi resolution, 5 mm bleed (trimming allowance).
- Please send your submissions to: viestinta@farmasialiitto.fi

Advertisement file name

1. Journal ID (FAR) and issue in which the advertisement will be published
2. Advertiser's name (+ possible product name)
3. Advertisement size

E.g. a half-page horizontal advertisement by Pill Ltd for issue no. 5 would have the following file name:
FAR5_pilltd_(drugx)_half_H.pdf

Please write "Farmasia advertisement submission" in the message's subject field

PAYEE

Farmasialiiton Palvelut Oy

TERMS AND CONDITIONS

The payment term is 14 days net with statutory interest for late payment. The Finnish Pharmacists' Association reserves the right to refuse to publish an advertisement. The Finnish Pharmacists' Association is not liable for the benefits promised in the advertisement. The advertiser is responsible for ensuring that the materials in the submission do not infringe on the copyright of a third party. The advertiser is also responsible for the advertisement's compliance with laws, marketing regulations, regulations issued by the authorities and marketing self-regulation bodies, as well as good practice and public decency.

ADVERTISEMENT CANCELLATION

The deadline for cancelling an advertisement is the issue's booking deadline for advertisements specified on the magazine rate card. The full price of the advertisement will be charged for late cancellations.

COMPLAINTS

Complaints concerning an advertisement's layout and typography shall be made in writing in 14 days of the issue's publication. The journal's liability for errors in advertisements is limited to the price of the advertisement.

SUBSCRIPTION PRICE

€100/year



FARMASIA

Farmasia covers the pharmacy sector, medical industry, pharmaceutical wholesaling, hospital pharmacy and pharmacy training with articles that seek to promote pharmaceutical expertise.

Farmasia also covers international industry news and events in addition to developments in the Finnish pharmacy industry. Labour market questions are also a key focus area for Farmasia. Farmasia follows union activities, issues related to education and training, as well as health care as a broader social issue. Farmasia looks at developments in the pharmaceutical industry from diverse perspectives. Our journalists are health care and labour market experts with comprehensive experience in their fields. Farmasia's readership includes pharmacy professionals, students and stakeholders in pharmacies, hospitals, health centres and the pharmaceutical industry. Farmasia is the trade journal of the Finnish Pharmacists' Association, and 85 per cent of our readers are members of the Association. Established in 1917, the Finnish Pharmacists' Association is a nationwide full-service trade union for pharmacists, licensed pharmacists and pharmacy students. It is a membership organisation of AKAVA, the Confederation of Unions for Professional and Managerial Staff in Finland. The Finnish Pharmacists' Association supervises the interests of its members and seeks to develop their professional competence and community spirit.

The journal is a member of the Finnish Magazine Media Association.