

Media card 2024

# APTEEKKARI

100 %

of pharmacy  
owners read  
the magazine

97%

of pharmacy  
owners find  
it important

Reach out  
to the pharmacy  
field decision-  
makers in print  
and online!



SUOMEN APTEEKKARILEHTI  
FINNISH PHARMACY OWNERS' MAGAZINE



# APTEEKKARI

# MEDIA CARD 2024



## Reach out to the DECISION-MAKERS

**APTEEKKARI** is a member and stakeholder magazine of the Association of Finnish Pharmacies and the most important communication channel for decision-makers, influencers and the media. Through this magazine you can reach all Finnish pharmacy owners and the majority of staff pharmacists. The magazine is also read in pharmaceutical companies, in authorities and in training units in the pharmacy field. Readership totals some 7 300.

**APTEEKKARI.FI** attracts about 25,000 online visitors a month. At its best, Facebook posts reach more than 8 000 people, and posts in the social media app X attract over 3 000 followers. **APTEEKKARI.fi** offers several different options for commercial cooperation.

## Research information about the magazine

- Reaches all Finnish pharmacy owners.
- The average time spent reading is 30 minutes.
- One magazine is read on average 2.2 times.
- One magazine has an average of 3.2 readers.
- Advertisements have an average attention value of 43%.
- 85% of readers consider the magazine important.
- 97% of pharmacy owners consider it an important source of pharmaceutical information.

Source: Reader Survey 2021, JHelske Research /  
Aikakausmedia, subscriber register

### ● PUBLICATION SCHEDULE 2024

Issue no.	Publication date	Booking deadline	Material deadline
1	8.3.	13.2.	21.2.
2	7.6.	14.5.	22.5.
3	27.9.	3.9.	11.9.
4	13.12.	18.11.	26.11.

### ● ADVERTISEMENT SIZES

Spread	420 x 272 mm	(+ 3 mm bleed with crop marks)
1/1 page	210 x 272 mm	(+ 3 mm bleed with crop marks)
1/1 back cover	210 x 242 mm	(+ 3 mm bleed with crop marks)
½ vertical	103 x 272 mm	(+ 3 mm bleed with crop marks)
½ horizontal	210 x 134 mm	(+ 3 mm bleed with crop marks)
¼ corner	88 x 118 mm	
¼ horizontal	182 x 55 mm	

### ● ADVERTISING PRICES

Back page	2 150	½ page	1 450
Spread	2 780	¼ page	1 050
1/1 page	1 930	(Advertisement positioning + 10%)	

24% VAT is added to all prices

### ● ADVERTORIALS

Spread	2 950	1/1 page	2 100
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Page layout of the customer's material and text editing are included in the price. When layout service is needed, the booking and material deadlines are one week earlier than normally.

### ● TECHNICAL INFORMATION

Magazine size: 210 x 272 mm	Binding: glue bound
Raster density: : 60 lines/cm	Paper: MultiArt Silk 170 g & 115 g
Material: pdf 300 dpi	Circulation: 2 281 (LT 1.2.2022)
Printing method: offset	Copies: 2 353 (LT 9.2.2023)

### ● MEDIA SALES

<b>Riku Suuriniemi</b>	<b>Jari Nummikoski</b>
Sales Group Manager	Sales Manager
riku.suuriniemi@saarsalo.fi	jari.nummikoski@saarsalo.fi
tel. +358 40 708 8564	tel. +358 44 240 1181

### ● DELIVERY OF MATERIAL: [mediamyynti@apteekkariliitto.fi](mailto:mediamyynti@apteekkariliitto.fi)

### ● PUBLISHER:

Association of Finnish Pharmacy's communications company  
PharmaPress Oy | Tel. switchboard: +358 10 6801 400

### ● OTHER TERMS AND CONDITIONS

**The advertiser** is responsible for ensuring that the advertisement does not violate any laws, official regulations or advertising self-regulatory bodies, and that the advertisement does not break codes of decency, and that it does not infringe copyright or other intellectual property rights. The advertiser is responsible and liable for any possible damage caused by its advertising to a third party and / or the publisher of the magazine. PharmaPress Oy reserves the right not to publish advertisements.

**Complaints** must be submitted in writing to PharmaPress within 7 days of the date of publication. The publisher's liability for errors is limited to no more than the refund of the advertising fee.

**Cancellations** of advertisements must be made in writing no later than the booking deadline date for the advertisements. Subsequent cancellations will be charged the full price of the advertisement.



# APTEEKKARI.FI

## The most read online media in the pharmacy field

With the commercial solutions of the **APTEEKKARI.FI** online magazine you can comprehensively reach pharmacy owners and their stakeholders.

Get the best visibility by combining online and print magazine commercial solutions.

Let us know your needs and we'll tailor a media solution!

## MEDIA CARD 2024

Our site will be renewed during spring 2024. This might lead to some changes in banner places and sizes.

### ● WEB SITE RATES

	Width x height (px)	Mobile	Eur/week
Large banner ad at the top of the front page / landing page	1 700 x 694	810 x 694	1 230
Banner ad at the right column of the front page / landing page	467 x 1 168		875
Banner ad embedded in a news article	810 x 694		620
Native ad: linked to the advertiser's own page with optional headline and lead paragraph (60 characters)	800 x 800		620
Banner ad in a newsletter	600 x 200–400		620
Native ad in a newsletter (image + headline + short text + link to advertisers url)			790

### ● TECHNICAL INFORMATION

File formats: png, jpg ja gif

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