

Meidän

MEDIA CARD 2024

APTEEKKI

"A nicely presented professional magazine offering an easy and pleasant reading experience"

"It is always useful to read information based on research"

"The magazine offers a full range of good articles!"

Quotes are reader feedback

Reach out to
pharmacy
owners,
pharmacy staff
and pharmacy
students!

The most
comprehensive
magazine for
pharmacy staff

An excellent
channel for
launching products!

73% of readers
are interested in
the magazine
advertisements.



The most comprehensive MEDIA FOR PHARMACY STAFF

WHEN YOU WANT TO REACH pharmacy owners and their staff, your obvious choice is our pharmacy magazine Meidän APTEEKKI. It is well established in the field and is the most comprehensive media for pharmacy staff. It is mailed to all staff of member pharmacies of the Association of Finnish Pharmacies, either to their home or workplace.

The magazine is also distributed widely to pharmacy students.

The magazine's articles cover a wide range of topics related to pharmacy work, pharmacy management and well-being at work etc.

Meidän APTEEKKI is an excellent channel for introducing pharmacy staff to new products, including prescription medicines.

Research information about the magazine

Readership survey of Meidän APTEEKKI magazine:

- Pharmacy staff value their own media. Up to 90% of respondents think it is important that pharmacy staff have their own media. 88% of respondents read the magazine regularly.
- The readers have a strong and active relationship with the magazine and they remain engaged. The overall share of satisfied readers is 78%, and satisfaction is high in all pharmacy staff groups.
- Readers are interested in advertisements. 73% of readers fully or partially agree that the magazine's advertisements are interesting for their work. The advertisements are viewed more positively than average compared to other professional magazines.
- The magazine provides tips for practical work. 70% of readers fully or partially agree that the articles are of real benefit to their jobs.
- On a scale of 4 to 10, readers give the magazine 8.6.

Source: the Meidän APTEEKKI magazine reader survey was conducted in November 2020 (IRO Research). Altogether, 527 pharmacy professionals and pharmacy students took part in the survey.

PUBLICATION SCHEDULE 2024

Issue no.	Publication date	Booking deadline	Material deadline
1	6.5.	5.4.	12.4.
2	8.11.	11.10.	18.10.

ADVERTISEMENT SIZES

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)

ADVERTISING PRICES

Spread	3 690 €
1/1 page	2 650 €
½ page	1 895 €
Advertisement positioning	+ 10 %

24% VAT is added to all prices.

ADVERTORIALS

Spread	3 950 €
1/1 page	2 900 €

Page layout of the customer's material and text editing are included in the price.

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	Copies: approx. 6 000 pcs*
Printing method: offset	

* If necessary, the magazine will print two editions, one will have advertisements for prescription medicines and the other will have different advertising content. The editorial content will remain the same. The ratio of the two editions is 4 500 (prescription medicine) to 1 500 (other advertising content).

MEDIA SALES

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- **DELIVERY OF MATERIAL:** 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.