



Criteria for publishing advertisements in Terveysteksti! magazine

In Terveysteksti! we publish advertisements for products that are commonly sold in pharmacies (medicines and products that must be registered according to section §5a in the Medicines Act, food supplements, food products, cosmetics, and other general merchandise). These advertisements must meet the requirements and regulations governing consumer advertising. At the discretion of the editor-in-chief the magazine may also publish advertisements for services for customers (e.g. insurance products) and also products not included in the pharmacy's product range (e.g. functional foods). Terveysteksti! does not publish advertisements for individual pharmacies or for pharmacy groups / pharmacy chains.

Advertisements published in Terveysteksti! must meet the following conditions:

- An advertisement for a new product to be sold in a pharmacy will not be published until pharmacies have been fully informed about the product.
- The main sales channel for products advertised in the magazine must be a pharmacy, or the products must be suitable for the existing product range of pharmacies.
- Products advertised in the magazine must be available through wholesalers and pharmacies must be able to order them either as individual items or in batches of reasonable quantities.
- The advertisement must clearly state the name of manufacturer or marketer of the product or service.
- The advertisement must not be misleading.
- The health claims made in the advertisement must be approved by the European Food Safety Authority (EFSA).
- Any campaigns offering free samples must not incur additional costs for the pharmacy. Such campaigns must apply to all pharmacies.
- The advertiser must inform pharmacies in good time of any free gifts or other benefits promised in the advertisement.
- Advertisements resembling the content of a magazine (advertorial) or insert advertisements must clearly mention the word ADVERTISEMENT in a font size of at least 12 points. Advertorials of more than one page must include the word ADVERTISEMENT on each page.
- The above criteria have been approved by the editorial board of Terveysteksti!, the Association of Finnish Pharmacies communications committee (7.4.2021), and the board of PharmaPress Oy (18.5.21)