



{ MEDIA INFORMATION 2024 }

# terveyslehti!

**REACH YOUR  
AUDIENCE**

**“Committed  
and satisfied  
readership”**

**LARGEST INCREASE**

**in readership  
in 2023**

**4**

**ISSUES  
PER YEAR**

**BEST PAGES**

**for the quick off  
the mark**

**Cheapest  
with a yearly  
contract!**

## *Finland's most read* **health magazine**

**BENEFIT** 88% of readers consider the magazine reliable.

**INCENTIVES** Advertisements incentivise 55% of readers to make purchases.

**POSITIVE ATTITUDE TO ADS** Advertisements give 68% of readers useful information.





## Finland's most read HEALTH MAGAZINE

**TERVEYDEKSI!** with 798,000 readers is Finland's most read health-related magazine. This free customer magazine is available in over 800 pharmacies and is the third most read of all magazines.

Terveystietä! is widely known: every fourth Finn has at some point read the magazine and 52 per cent are familiar with the name of the magazine. Both women and men of all age groups read it and it has a committed and satisfied readership.

Readers are exceptionally positive about the advertisements and consider them to be part of the magazine's useful content.

Terveystietä! enables you to reach a wide audience of Finnish women and men who are interested in health and well-being.

## Research information about readers

- 798,000 readers.
- 73 per cent of readers are women and 27 per cent are men.
- The magazine is considered an important and reliable source of health and medical information.
- 84 per cent of readers find the magazine useful.
- 63 per cent of readers find useful information in the magazine advertisements.
- The magazine's advertisements incentivise 55 per cent of readers to make purchases.
- Two out of three readers read the magazine almost in its entirety.

### PUBLICATION SCHEDULE

Issue no.	Publication date	Booking deadline	Material delivery
1	11.3.	10.1.	26.1.
2	3.6.	4.4.	19.4.
3	9.9.	6.6.	2.8.
4	2.12.	2.10.	18.10.

### ADVERTISEMENT SIZES

1/1 page	217 x 280 mm + a 5 mm cutting margin must be added to all sides
1/2 page horizontal	217 x 138 mm + a 5 mm cutting margin must be added to all sides
1/2 page vertical	106 x 280 mm + a 5 mm cutting margin must be added to all sides
1/4 page horizontal	217 x 70 mm + a 5 mm cutting margin must be added to all sides
1/4 page corner	107 x 135 mm + a 5 mm cutting margin must be added to all sides

### ADVERTISING PRICES

1/1	6 450 €
1/2	3 920 €
1/4	2 650 €

Advertisement positioning +10 %

24% VAT is added to prices. Payment terms 14 days net. Media and advertising agency discount 15%. Contact the Apteekkariliitto media sales office for annual contract discounts, which are based on purchases, and for prices for separate advertising inserts.

### TECHNICAL INFORMATION

Magazine size:	217 x 280 mm
Raster density:	60 l/cm
Printing method:	offset rotation
Material:	pdf 300 dpi
Paper:	cover WFC 115 g/m <sup>2</sup> , inside pages LWC Bulk 57 g/m <sup>2</sup>
Binding:	stapled
Copies:	300,000 pcs

### PUBLISHER

The communications company of the Association of Finnish Pharmacies  
PharmaPress Oy

### MEDIA SALES

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### DELIVERY OF MATERIAL

mediamynti@apteekkariliitto.fi

### 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 the advertising sales office 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.