

Material deadline: **1** 8.2.
Publication date: **1** 24.2.

2 2.5.
2 19.5.

3 29.8.
3 15.9.

4 20.11.
4 8.12.

PROVIISORI

THE PHARMACIST - A magazine published by The Finnish
Media Card 2017

Pharmacists' Society

PROVIISORI
helps you
reach your
target group
in the fields of
pharmacy and
healthcare

» Good and timely information in a compact
form » PROVIISORI is read carefully

PROVIISORI, the member magazine of the Finnish Pharmacists' Society is a comprehensive and professional journal and a central communication channel for the pharmaceutical sector.

The magazine acts as news channel for pharmaceutical development and changes. It conveys information for its readers to update their professional skill, follows the development of the fields of medicine and pharmacy, informs about the latest events and acts as a public discussion forum for pharmaceutical and medical issues. The magazine is published by ProviisoriViesti Ltd owned by the Finnish Pharmacists' Society.

PROVIISORI is a member of Aikakauslehtien Liitto. The magazine allows you to reach the pharmaceutical professionals (see Print run and circulation). The magazine is specially targeted at pharmacists and pharmacy owners who are responsible for orders of both prescription and OTC medicines and displays and campaigns of products.



PROVIISORI is read carefully, as almost three-quarters of the readers read at least half of the articles. Almost a third of the readers read the entire magazine. As much as 93 per cent of the respondents read every issue of PROVIISORI.

Advertisements

Size/place:	Advertisement sizes in margins (width x height):	Prices (€)
Back cover	215 mm x 260 mm	2800
Front inside cover	215 mm x 290 mm	2500
Page next to the editorial	215 mm x 290 mm	2450
1/1	215 mm x 290 mm	2300
1/2 vertical	106 mm x 290 mm	1700
1/2 horizontal	215 mm x 144 mm	1600
1/3 vertical	68 mm x 290 mm	1500
1/4	106 mm x 144 mm	1300

Inserts are priced by agreement. (The prices do not include VAT 24 %)

Discounts We can negotiate frequency discounts as well as discounts for annual agreements. Advertising agencies will receive a 15% discount. For education and job advertisements the discount is 25 %.

Printing material requirements There must be an 5 mm cutting margin in all advertisements. Logos or text may not be positioned closer than 8 mm to the edges of the advertisement. The material is sent by email as a ready for press PDF file to proviisori@osg.fi. Finished inserts are sent directly to the printing house according to agreement. It is possible to advertise prescription medicines.

Cancellation of a n advertisement must be made on the day of the booking deadline at the latest. Complaints must be made within

7 days of the publication of the magazine. In case of mistakes in advertisements, the publisher's responsibility is limited to a maximum of the price of the advertisement. The magazine is not responsible for a mistake in an advertisement that is due to incomplete or incorrect material, illegible manuscript or if the advertisement has been given by phone.

Technical data:

Magazine size	215x290 mm
Type area	180x250 mm
Number of columns	2 or 3
Width of a column	57 mm
Printing method	offset
Binding	stapled
Image resolution	300 dpi
Raster density	60

Material schedule

Issue	Booking deadline	Material deadline	Publication date
1	25.1.	8.2.	24.2.
2	17.4.	2.5.	19.5.
3	14.8.	29.8.	15.9.
4	6.11.	20.11.	8.12.

EDITORS AND ADVERTISING SALES

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Advertisement bookings

Advertisement bookings must be confirmed in writing to the editor-in-chief

Advertisement delivery to:

proviisori@osg.fi

Place of printing

Painotalo Plus Digital Oy
Ilmarisentie 7 (PL 80)
15101 Lahti, Finland

Print run and circulation

The print run is 4,500. The magazine is sent free of charge to all pharmacy owners, pharmacists and students of pharmacy as well as all pharmacies in Finland.

Also hospital pharmacies, pharmaceutical companies, pharmaceutical wholesale companies, pharmaceutical and health care authorities, faculties of pharmacy and some representatives of the media receive the magazine.

Visit our website:
www.proviisoriyhdistys.net/proviisori