

allergia & astma

Publisher

Allergy and Asthma Federation
Suomen Allergiaterveys Oy
Paciuksenkatu 19, 00270 Helsinki

Edition

Average 30 000

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Business ID 1446398-9

Materials

By email: aineistot@allergia.fi
Please, add your contact information
together with the proof sheet.

Reclamation

Within 8 days from publishing in written
form. Magazine's responsibility is limited
to the maximum advertisement price.

Print quality

Offset print quality, high resolution PDF,
fonts embedded or converted, CMYK
colours, pictures' resolution
min. 300 dpi.

Print

Forssa Print

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MEDIACARD 2016

Allergia & Astma is a highly valued magazine
specialized in allergy and asthma.

Allergia & Astma readers are allergy and asthma
patients, people otherwise close to allergy and
asthma, and the ones interested in their health.
Health care and pharmacy professionals in Fin-
land read the magazine as well.

Allergia & Astma is published five times a year.

PUBLISHING SCHEDULE

ISSUE	BOOKING	MATERIAL BY	PUBLISHED	THEME
1	15.12.2015	12.1.2016	5.2.	Asthma
2	19.2.	4.3.	1.4.	Allergies (incl. food)
3	19.4.	3.5.	27.5.	Anaphylaxis, difficult allergies
4	16.8.	30.8.	23.9.	Scents
5	18.10.	1.11.	25.11.	Skin

ADVERTISEMENT SIZES AND RATES

Add 3 mm bleeds

SIZE	WIDTH x HEIGHT	4-COLOUR
Double page	420 X 297 mm	5 700 €
Back cover	210 X 272 mm	3 700 €
2-cover	210 X 297 mm	3 500 €
1/1 page	210 X 297 mm	3 300 €
1/2 p. horizontal	210 X 148 mm	2 700 €
1/2 s. vertical	100 X 297 mm	2 700 €
1/4 s. horizontal	210 X 70 mm	1 900 €

MEASURES WITHOUT MARGINS

SIZE	WIDTH x HEIGHT
1/2 p. vertical	86 X 255 mm
1/2 p. horizontal	176 X 126 mm
1/4 p. vertical	86 X 126 mm
1/4 p. horizontal	176 X 61 mm

VAT 24 % will be added to rates. Media agency fee -15 %, repeater's fee -5 % / 2 issues,
-10 % / 3 issues. Inserts are stitched, packaging the magazine is possible.

Increased visibility at fairs and campaigns

The magazine is distributed in the large events, e.g. fairs and the nationwide Allergyweek.

Readers' satisfactory survey

54 % of the readers say Allergia & Astma magazine's advertising affects on buying decisions.
80 % of the readers store or forward their Allergia & Astma for re-reading.

ALLERGIA- JA ASTMATERVEYDEN ASIAANTUTTIJA
5/2015

allergia & astma

Anafylaktisen reaktion
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adrenaliiniruiske
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