

# allergia & astma

## Publisher

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

## Edition

Issue 1, 3, 5: 32.000  
Issue 4: 50.000

## Editor in Chief

Professor Tari Haahela  
HYKS, Iho- ja allergiasairaala

## Managing Editor

Annukka Lehto  
tel. +358 (0)9 473 35320  
toimitus@allergia.fi

## Print and internet sales

Media Bookers /Hannu Pyykkö  
Horsmakuja 10, 01300 Vantaa  
tel. +358 (0)9 8869 0001  
tel. +358 (0)50 2250  
hannu.pyykko@mediabookers.fi  
www.mediabookers.fi

## Invoicing

Suomen Allergiaterveys Oy  
tel. +358 (0)9 473 351  
Bank: Nordea Pankki Oyj  
Account nr: 102330-203500  
Y-nr: 1446398-9

## Reclamation

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

## Print

Forssa Print

## Material

Advertisement material is sent as a ready FTP by e-mail: myynti@allergia.fi  
Please, remember to send your contact information together with the proof sheet.

Screen ruling: 60 lines  
Photo resolution 300 dpi  
Colour: CMYK

## MEDIA CARD 2012

Magazine is specialized in allergy and asthma. Allergia & Astma improves the daily life of the allergic people by sharing information, experiences and expertise.

Allergia & Astma readers are allergy and asthma patients, people feeling close to allergy and asthma, interested in their own health.

Health care and pharmacy personnel in Finland read the magazine as well.

Allergia & Astma is published five times a year. One of the issues is published also as a special doctors' edition distributed to all the doctors in Finland. Advertising e.g. prescription medicines is possible in the doctors' version. Otherwise the special issue includes all the articles and advertisement of the consumers' edition. Doctors' edition is 4/12.

## PUBLISHING SCHEDULE

ISSUE	BOOKING	MATERIAL DAY	PUBLISHED	THEME
1	16.12.11	3.1.	27.1.	Cosmetics, skin, asthma
2	7.2.	21.2.	16.3.	Pollen, children, family
3	20.4.	8.5.	1.6.	Sun, hays, building, life at the summer cottage
4	10.8.	28.8.	21.9.	Health fair, doctors' edition
5	12.10.	30.10.	23.11.	Food extra, cleaning

## ADVERTISING SIZES AND RATES

SIZE	WIDTH X HEIGHT	4-COLOUR
Double page	420 x 297 mm	5 500 €
Back cover	210 x 272 mm	3 600 €
2-cover	210 x 297 mm	3 400 €
1/1 page	210 x 297 mm	3 200 €
1/2 p. horizont.	210 x 148 mm	2 600 €
1/2 p. vertical	100 x 297 mm	2 600 €
1/4 p. horizont.	210 x 70 mm	1 800 €

## MEASURES WITHOUT MARGINS

SIZE	WIDTH X HEIGHT	4-COLOUR
½ p vertical	86 x 255 mm	2 600 e
½ p horizontal	176 x 126 mm	2 600 e
¼ p. vertical	86 x 126 mm	1 800 e
¼ p. horizontal	176 x 61 mm	1 800 e

VAT 23 % will be added to rates. Media agency fee -15 %.  
Repeater's fee -5 % / 2 issues, -10 % / 3 issues.

Insert rates by according to an offer. Inserts are stitched, packaging of the magazines possible.

## Increased media coverage in fairs and campaigns

The magazine is distributed at the large events such as fairs and the nationwide Allergyweek.

## Readers' satisfactory survey

54% of the readers say the Allergia & Astma magazine's advertising affects on their buying decisions  
80% of the readers store the Allergia & Astma magazines

