

# PUHETERAPEUTTI

## MEDIA CARD 2021

**Publisher:**

Finnish Association of Speech Therapists

**Address:**

Asemamiehenkatu 4  
00520 Helsinki, Finland

**Editor-in-chief:**

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**Printing plant:**

Painotalo Plus Digital Oy  
Lahti

**Layout design:**

PPD Studio

**Order price:**

Finland 40 €, other countries 50 €

**Publication frequency:**

4 times a year

**Edition:**

1 800 copies

**Size of the journal:**

A4

**Column width:**

1-column 59 mm  
2-columns 122 mm

**Columns:**

3

**Printing method:**

Offset

**Cancellation of advertisements:**

Latest on material submission deadline

**Material**

via email

**Images**

JPG-, PNG-, GIF-, PDF- or PCD-format

| No | Publication date | Deadline for editorial material submission | Deadline for publication material submission |
|----|------------------|--|--|
| 1  | Feb 19           | Jan 11                                     | Jan 18                                       |
| 2  | May 21           | April 6                                    | April 12                                     |
| 3  | Sep 20           | Aug 9                                      | Aug 17                                       |
| 4  | Dec 10           | Oct 25                                     | Nov 1  |

**Employment advertisements prices**

1,50 € / column mm, black & white

1,70 € / column mm, 4-color

**Employment advertisements sizes**

|                               |                                  |
|-------------------------------|----------------------------------|
| 1-column                      | width 59 mm                      |
| 2-columns                     | width 122 mm                     |
| Inside full page              | 210 mm x 297 mm, with margins    |
| Inside full page              | 185 mm x 272 mm, without margins |
| Inside half page, horizontal  | 185 mm x 133 mm                  |
| Inside half page, vertical    | 90 mm x 272 mm                   |
| Inside quarter page, vertical | 90 mm x 133 mm                   |

**Other advertisements prices**

|                              | Black and White | 4-color |
|------------------------------|-----------------|---------|
| Outside back cover full page | 735 €           | 1240 €  |
| Inside full page             | 635 €           | 1085 €  |
| Inside half page             | 460 €           | 695 €   |
| Inside quarter page          | 315 €           | 460 €   |
| Inside eight page            | 210 €           | 295 €   |

**Other advertisements sizes**

|                                 |                                  |
|---------------------------------|----------------------------------|
| Outside back cover full page    | 210 mm x 260 mm, with margins    |
| Outside back cover full page    | 185 mm x 260 mm, without margins |
| Inside full page                | 210 mm x 297 mm, with margins    |
| Inside full page                | 185 mm x 272 mm, without margins |
| Inside half page, horizontal    | 185 mm x 133 mm                  |
| Inside half page, vertical      | 90 mm x 272 mm                   |
| Inside quarter page, horizontal | 185 mm x 65 mm                   |
| Inside quarter page, vertical   | 92 mm x 136 mm                   |
| Inside eight page, horizontal   | 92 mm x 65 mm                    |

**Employment advertisements in our website**

website advertisements price 315 €

website advertisement + magazine advertisement:  
290 € + a price of the magazine advertisement