

# SYDÄNÄÄNI – MEDIA KIT 2025

## 1. PUBLISHING AND MATERIAL DATES

No.	Publishing date	Material date
1	14.03.2025	24.01.2025
1A*	23.05.2025	03.04.2025
2	05.09.2025	15.07.2025
3	05.12.2025	16.10.2025

\*Theme issue 1A: Hyytymisenestolääkitys. This issue may be delayed until fall 2025 (magazine is published alongside primary work)

## 2. CIRCULATION AND LANGUAGE

**Circulation:** 1000 normal issues and 1150 theme issues.

**Distribution:** Mailed to society members, industry members, medical directors of hospital districts, and to other societies or associations close to the field of cardiology.

**Language:** Finnish

## 3. PUBLISHER

**Journal publisher:** Finnish Cardiac Society

**Address:** Sepänkatu 20, 90100 Oulu

**Phone:** +358 50 430 4158

**E-mail:** [fcs@fincardio.fi](mailto:fcs@fincardio.fi)

**Editor-in-Chief:** Cardiologist, MD, PhD, Sanna Laurila, Turku University Hospital, Hämeentie 11, FI-20520 TURKU, FINLAND

**E-mail:** [Sanna.laurila@tyks.fi](mailto:Sanna.laurila@tyks.fi)

**Phone:** +358 2-313 3167

## 4. INDUSTRY MEMBER ANNOUNCEMENT RESERVATION/DELIVERY AND OTHER ADVERTISEMENT SALES

**Contact:** Education and Administrative Secretary Maiju Pikkarainen

**Address:** Sepänkatu 20, 90100 Oulu

**Phone:** +358 50 592 1846

**E-mail:** [majju.pikkarainen@fincardio.fi](mailto:majju.pikkarainen@fincardio.fi)

Industry member announcements file format, see section 7. Industry member announcement space can be used for product safety information, in this case the advertisement should refer to the information using the text "product safety information inside this magazine" instead of a page number.

**INDUSTRY MEMBER ANNOUNCEMENTS ARE TO BE SENT TO THE FINNISH CARDIAC SOCIETY'S OFFICE, ADVERTISEMENTS TO THE PRINTER!**

## 5. INDUSTRY MEMBER ANNOUNCEMENT SIZES

SIZE (width x height)	PRICE
Horizontal 175 x 38 mm	0 EUR

**Theme issues do not contain industry member announcements.**

## 6. LAYOUT, PRINTING HOUSE AND AD DELIVERY

**Contact:** Teija Virtanen

**Address:** PunaMusta Oy, Kaapelikatu 1, 33330 Tampere

**Phone:** +358 10 230 8494

**E-mail:** [ilmo.sydanaani@punamusta.com](mailto:ilmo.sydanaani@punamusta.com)

FTP transfers are also possible, contact the printing house to discuss delivery method.

## 7. MATERIAL REQUIREMENTS

**Materials:** In digital format (PDF -file CMYK 300 dpi, images CMYK 300-600 dpi). Editing of materials delivered in other formats will be charged separately.

## 8. TECHNICAL INFORMATION

**Paper size and printing area:** 210 x 297 mm (A4)

**Margins:** top margin 25 mm, bottom margin 17 mm, inner margin 15 mm and outer margin 20 mm.

**Printing colours:** Inner pages 4/4, cover 4/4 + dispersion finish

**Papers:** Inner pages G-print 80 g, cover: G-print 170 g

**Binding:** glue binding

## 9. ADVERTISING SPECIFICATIONS AND PRICES

LOCATION	SIZE (width x height)
I-cover (front cover)	150 x 200 mm
II-cover (back of the front cover)	210 x 297 mm
III-cover	210 x 297 mm
IV-cover	210 x 230 mm
inner pages	210 x 297 mm
½ inner pages	210 x 150 mm (horiz)*
1/3 inner pages	210 x 99 mm (horiz)*
inner page spread	210 x 297 mm x 2
specified positions	

\* + 3 mm bleed safety clearance on each side

**Price inquiries for advertisements:**

[majju.pikkarainen@fincardio.fi](mailto:majju.pikkarainen@fincardio.fi)

**Whole page advert:** 210 x 297 mm + bleed allowance 3 mm each side.

Invoicing fee is 10 €.

Any material edits made will be charged separately.

No VAT will be charged.

Reclamations in writing within 14 days of publishing.

Cancellations are to be made no later than 1 month before publishing.

**When delivering materials it is important to:**

- 1) specify the issue and page number where the advert is to be placed.
- 2) give the file a unique, recognizable name for example using company or product names, eg. Aspirin\_52011 (NOT eg. Sydänääni2\_2018!)
- 3) notice that the industry member announcement, also when it is used for product safety information, is delivered to the Finnish Cardiac Society, not the printing house!

## 10. CANCELLATIONS

No later than 1 month before the material deadline in writing (e-mail) to the Finnish Cardiac Society.

Cancellations 1 month before material deadline are free of charge. After this, before the material deadline, the cancellation fee is 50% of the ad rate. Cancellations made after the material deadline will be charged the full rate.

**Finnish Cardiac Society will only communicate with the advertiser company and not with any third parties.** It is the advertisers' responsibility to deliver necessary information, such as Media Kit information, to the advertising agency.

Advertising agency copy of the journal is sent directly to the advertiser and it is the advertisers' responsibility to deliver copy to agencies.