

ELÄINLÄÄKÄRI

SUOMEN ELÄINLÄÄKÄRILEHTI
FINSK VETERINÄRTIDSKRIFT

THE FINNISH VETERINARY JOURNAL

MEDIA INFORMATION 2019



20.11.2018

Publisher The Finnish Veterinary Association (registered organisation)
Suomen Eläinlääkäriliitto ry - Finlands Veterinärförbund rf

Website www.sell.fi, choose in English

Address Aleksis Kiven katu 52-54, FIN-00510 Helsinki, Finland

Editor-in-chief Päivi Lahti phone +358 9 7745 4810, email: paivi.lahti@sell.fi

Managing Editor Anna Parkkari phone: +358 9 7745 4817
email: toimitus@sell.fi

Advertising Tiina Karenius phone: +358 9 7745 4814
email: ilmo@sell.fi

Job advertisements Anneli Itäluoma-Alanen phone: +358 9 7745 4813
email: toimitus@sell.fi

Circulation Edition 2 800 copies

Technical data

Format of Journal A 4 (210 x 297 mm)
Number/width of columns 3 off 55 mm
Screen width 60 lines
Printing method sheet-fed offset
Paper quality 80 g/ m² matt
Binding stapling
Material requirement ready-to-print pdf (cmyk)
Page making PPD Studio
Delivery of materials ilmo@sell.fi, job advertisements toimitus@sell.fi
Printer Painotalo Plus Digital Oy, Lahti
Contact person Petri Salovaara, petri.salovaara@ppd.fi
Email studio@ppd.fi

ADVERTISING PRICES FROM Jan. 1st, 2019

Size	Black & white	Colour
Spread	2 060 euro	4 345 euro
Full page	975 euro	2 060 euro
Half page	540 euro	1 435 euro
1/3 page	365 euro	960 euro
¼ page	270 euro	760 euro

The prices quoted apply to **ready-to-print** material. Graphic design done by the Journal will be invoiced 130 e/ hour and the Journal will keep copyright to the finished material.

Job advertisements	Note: the width is 170 mm, height as you wish, up to 210 mm if on the first job advertisement page, otherwise 240 mm price is 9 e/mm in black&white and 10.30 e/mm in colour
Supplement prices	By agreement
Receiver of payments	Suomen Eläinlääkäriliitto ry
Cancellation of ads	Up to the deadline free of charge, after that a fee of 20 % of the price of the ad will be charged
Claims	Claims concerning the printed appearance of the advertisement must be submitted in writing within 7 days from the publication date of the journal. The publisher's liability for errors is limited to the price of the advertisement.

PUBLICATION SCHEDULE FOR 2019

Issue	1	2	3	4	ELP pre*	5	6	ELP**	7	8	9
Job advertisements	19.12.2018	30.1.	7.3.	16.4.	24.5.	19.6.	9.9.	11.10.	18.11.		
Ready-to-print advertising materials	21.12.2018	8.2.	13.3.	24.4.	31.5.	9.8.	12.9.	17.10.	21.11.		
Bookings	18.12.2018	31.1.	7.3.	16.4.	27.5.	2.8.	9.9.	11.10.	18.11.		
Publishing date	31.1.	6.3.	4.4.	16.5.	20.6.	29.8.	3.10.	7.11.	19.12.		

*ELP Finnish Veterinary Congress pre-issue

** ELP Finnish Veterinary Congress extra

The Annual Veterinary Congress will be held in Helsinki from December 11th to 13th, 2019. **Inquiries about the exhibition** in Annual Veterinary Congress and about the compendium:

Fennovet, phone: +358 40 745 6457, e-mail: tiina.karenius@fennovet.fi

www.elainlaakaripaivat.fi www.sell.fi

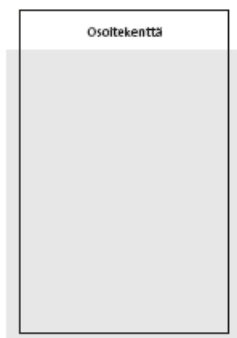
Job advertisements can also be published on our site, price 250 euro for a six week period when there is not an ad in the magazine. When job advertisement is published in the magazine, visibility on site comes free of charge. Please contact toimisto@sell.fi.

ADVERTISEMENT SIZES

Size: width mm x height mm



FRONT COVER
By agreement on yearly basis.

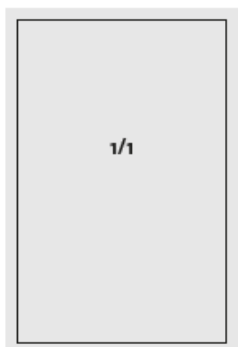


BACK COVER
Total surface 210x270 mm
+ bleed 5 mm

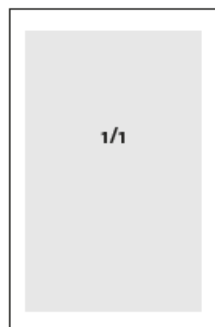


SPREAD
Total surface 420 mm x 297 mm
+ bleed 5 mm

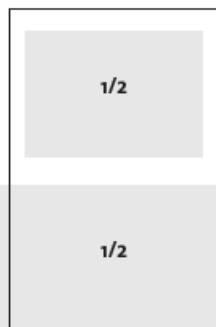
Please note job advertisements: width always 170 mm, height on the first job advertisement page up to 210 mm, otherwise up to 240 mm.



1/1:
Total surface
210 mm x 297 mm
+ bleed 5 mm

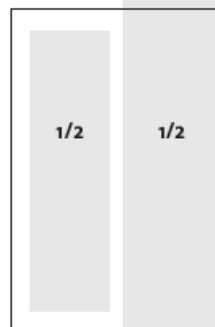


1/1:
Surface without margins
177 mm x 249 mm



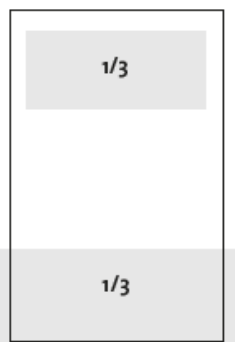
1/2 HORIZONTAL:
Surface without margins
177 mm x 122 mm

Total surface
210 mm x 145 mm
+ bleed 5 mm



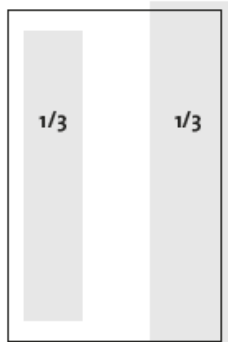
1/2 VERTICAL:
Surface without margins
86 mm x 249 mm

Total surface
105 mm x 297 mm
+ bleed 5 mm



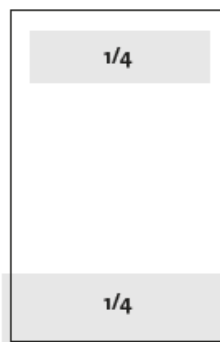
1/3 HORIZONTAL:
Surface without margins
177 mm x 80 mm

Total surface
210 mm x 95 mm
+ bleed 5 mm



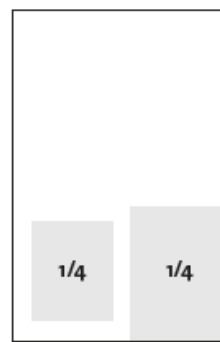
1/3 VERTICAL:
Surface without margins
55 mm x 249 mm

Total surface
67 mm x 297 mm
+ bleed 5 mm



1/4 HORIZONTAL:
Surface without margins
177 mm x 60 mm

Total surface
210 mm x 70 mm
+ bleed 5 mm



1/4 VERTICAL:
Surface without margins
86 mm x 122 mm

Total surface
105 mm x 145 mm
+ bleed 5 mm