

Yleislääkäri (The General Practitioner) is a journal valued by general practitioners and doctors of other specialties. It further advances the professional skills of the general physician and helps him/her build a stronger professional identity. The journal concentrates on primary health care and includes medical articles that support the work of the practicing GP. The magazine has a special vignette for original medical research articles and publishes presentations of fresh doctoral thesis in general practice. Yleislääkäri follows the international congress scene and further promotes networking of primary healthcare physicians with cooperative partners. The journal reports the latest news of the General Practitioners in Finland -association. Following Yleislääkäri is part of the degree requirement for specializing in primary health care.

# Yleislääkäri

Bulletin for General Practitioners in Finland

## Publisher

Suomen yleislääkärit GPF r.a.  
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## Circulation & Distribution

Circulation approx. 11.000 pcs.

Yleislääkäri is distributed to

- physicians in health centres
- doctors specialized in general practice, occupational health, public health and geriatrics
- doctors certificated between 2015–2020
- all members of GPF.

## Volume Price

50 euros (€).

## Page Size

210 x 280 mm. Page quantity 40 pgs.  
Cover 210 x 200 mm  
1/1 pg. 210 x 280 mm  
1/2 pg. 105 x 280 mm or 210 x 140 mm  
1/3 pg. 56 x 240 mm or 117 x 117 mm  
or 178 x 80 mm  
1/4 pg. 117 x 85 mm or  
178 x 60 mm.  
Pullouts 195 x 270 mm.

**NB!** Back page: the size of the advertisement is 210 x 255 mm due to address field on top of the page.

## Printing Method

Offset.

## Prepress & Press

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## Material Requirements

pdf, cmyk, photo resolution 300 dpi

## Material Transfer

pm.yleislaakari@punamusta.com

## Binding

Stitched.

## Schedule 2020

Number	1	2	3	4	SU	5	6	7	8
Publishing Week	6	12	17	22	MM	36	40	45	48
Publishing Date	5/2	18/3	23/4	28/5	ER	2/9	30/9	4/11	25/11
Reservation Date	13/1	24/2	27/3	4/5	BRE	10/8	7/9	12/10	2/11
Material Due	20/1	2/3	3/4	11/5	AK	17/8	14/9	19/10	9/11

## Advertising Prices

1/1 page 2400,00 €  
1/2 page 1500,00 €  
1/3 page 1250,00 €  
1/4 page 1000,00 €  
3rd cover 2750,00 €  
back page 3000,00 €  
front cover by agreement  
Yearly agreement prices (1/1 page)  
2 adverts 4300,00 €  
4 adverts 7700,00 €  
6 adverts 9800,00 €  
8 adverts 12000,00 €

Prices for employment recruitment adverts

1/1 page 1500,00 €  
1/2 page 1000,00 €  
1/4 page 550,00 €

We also accept orders for offprints.

The prices are without VAT.

We kindly ask you to inform us of the PO number of the advertisement on the same day as the material is due.

Cancellations are due on the last day of reservations.

Receiver of Payment:  
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## Reclamations

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