

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 one 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

Journal for General Practitioners in Finland

Publisher

Suomen yleislääkärit GPF r.a.
PO Box 49, 00501 Helsinki, Finland
Phone +358 9 3930 758
Fax +358 9 3930 773

Editor

Specialist in Primary Health Care
Tero Harjuntausta
Phone +358 50 339 6688
tero.harjuntausta@elisanet.fi

Editorial Office

Sub Editor, Graphic Designer
Päivi-Maarit Luukkonen
Phone +358 9 3930 758
Fax +358 9 3930 773
paivi-maarit.luukkonen@fimnet.fi

Advertising Sales

Visa Salojärvi
Phone +358 40 506 1097
visa.salojarvi@koti.fimnet.fi

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 2016–2021
- 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

PunaMusta Oy
Kaapelikatu 1, 33330 Tampere, Finland
Phone +358 10 230 8300

Prepress contact:
Teija Virtanen/Silja Levonen
Phone +358 10 230 8494
teija.virtanen@punamusta.com
silja.levonen@punamusta.com

Material Requirements

pdf, cmyk, photo resolution 300 dpi

Material Transfer

pm.yleislaakari@punamusta.com

Binding

Stitched.

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:

Suomen yleislääkärit GPF ry
IBAN FI74 5008 5310 0030 58
SWIFT/BIC OKOYFIHH

Reclamations

Within 14 days of the publishing date in writing.

ISSN 1796-2889 (printed)
ISSN 1796-2897 (web)

Schedule 2021 (may be subject to change by publisher)

Number	1	2	3	4	SU	5	6	7	8
Publishing Week	5	10	15	21	MM	35	39	43	47
Publishing Date	3/2	10/3	16/4	27/5	ER	1/9	29/9	27/10	24/11
Reservation Date	11/1	15/2	22/3	3/5	BRE	9/8	6/9	4/10	1/11
Material Due	18/1	22/2	29/3	10/5	AK	16/8	13/9	11/10	8/11