



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 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 co-operative partners. The journal reports the latest news of the General Practitioners in Finland -association. Following Yleislääkäri is part requirement for specializing in primary health care.

Yleislääkäri

Journal 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 2018–2023
- 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 190 x 260 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 2023

Number	1	2	3	4	SU	5	6	7	8
Publishing Week	5	10	14	21	MM	35	39	43	47
Publishing Date	1/2	8/3	5/4	25/5	ER	30/8	27/9	25/10	14/11
Reservation Date	9/1	13/2	13/3	2/5	BRE	7/8	4/9	2/10	30/10
Material Due	16/1	20/2	20/3	8/5	AK	14/8	11/9	9/10	6/11

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.

Possible cancellations are due on the last day of reservations.

Receiver of Payment:

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Reclamations

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