



**Munuais- ja maksaliitto**  
NJUR- OCH LEVERFÖRBUNDET

# MEDIACARD 2025

Through the media of The Finnish Kidney and Liver Association you can reach comprehensively people with kidney and liver diseases, organ transplant recipients and their relatives, as well as nursing staff living in Finland.

Visibility can be bought in the association's Elinehto magazine, on the association's website and in the association's newsletter.

## NEWSLETTER

The association's newsletter is published 11 times a year. In addition to these, three theme week newsletters are published. You can buy an advertising banner for newsletters. Advertising spots in the newsletters of theme weeks are only sold to the sponsors of that theme week.

**Price of advertisement:** 300 euros / newsletter  
**Banner size:** 600x200 px  
**Image type:** PNG

The text MAINOS must be clearly visible in the top corner of the banner.

The banner can contain an image and text. The picture should have a clear call to click on the picture. Clicking on the banner leads to the url address provided by the advertiser.

Book an advertising or ask more information:  
[petri.inomaa@muma.fi](mailto:petri.inomaa@muma.fi)  
Material delivery also: [raisa.tasanto@muma.fi](mailto:raisa.tasanto@muma.fi)

## ILMESTYMISAIKATAULU

1/2025	material 15.1.	published week 4
2/2025	material 5.2.	published week 7
3/2025	material 5.3.	published week 11
4/2025	material 2.4.	published week 15
5/2025	material 7.5.	published week 20
6-7/2025	material 4.6.	published week 24
8/2025	material 6.8.	published week 33
9/2025	material 3.9.	published week 37
10/2025	material 8.10.	published week 42
11/2025	material 5.11.	published week 46
12/2025	material 3.12.	published week 50

## HOMEPAGE MUMA.FI

The association's website is at [www.muma.fi](http://www.muma.fi). You can buy an advertising banner for the page. You can freely choose the location of the banner. One page can have only one ad banner.

**Price of advertisement:** 1,000 euros / year or other negotiated price / time.  
**Banner size for PC:** 1440 x 360 px  
**Banner size for mobile:** 768 x 576  
**Image type:** JPG or PNG

The text MAINOS must be clearly visible in the top corner of the banner.

The banner can contain an image and text. The picture should have a clear call to click on the picture. Clicking on the banner leads to the url address provided by the advertiser.

Reservation of advertising space and material:  
[petri.inomaa@muma.fi](mailto:petri.inomaa@muma.fi)

**MUMA.FI 2023**  
Visitors 260 313  
Pagewievs 804 566

**NEWSLETTER**  
subscribers 4 000

**ELINEHTO**  
Distribution 6200

# Elinehto

Livsvillkor

## MEDIACARD 2025

The Finnish Kidney and Liver Association's Elinehto magazine contains information and stories of experiences for those with kidney and liver disease, organ transplant recipients and their relatives, as well as others interested in the activities of the association. Elinehto is published four times a year.

More information  
[www.muma.fi/elinehto](http://www.muma.fi/elinehto).



### MAGAZINE ELINEHTO

#### Publisher

Munuais- ja maksaliitto

#### Editor-in-chief

Petri Inomaa

[petri.inomaa@muma.fi](mailto:petri.inomaa@muma.fi), 040 5240 679

Ratamestarinkatu 7A, 00520 Helsinki

#### Advertisements

[petri.inomaa@muma.fi](mailto:petri.inomaa@muma.fi)

040 5240 679

#### Reporter

[raisa.tasanto@muma.fi](mailto:raisa.tasanto@muma.fi)

040 5240 682

#### Theme Year 2025

Early detection

#### ISSN

ISSN 1458-378X

Verkkolehti: 2242-332X

#### Circulation

Levikki 6 000 kpl

#### Size of Magazine

A4, 210 mm x 297 mm

#### Order Price

25 euroa

#### Distribution

The magazine is mailed as a member benefit to all members of the union and member associations.

The magazine is distributed in treatment units.

### SIZE AND PRICES

1/1 page 2 150 €

whole page 210 mm x 297 mm + 5 mm

in margins 186 mm x 268 mm

1/2 horizontal 1 190 €

whole page 210 mm x 146 mm + 5 mm

in margins 186 x 132

1/2 vertical 1 190 €

whole page 103 mm x 297 mm + 5 mm

in margins 91 x 268

1/4page 750 €

91 mm x 132 mm

1/8 page 400 €

### SCHEDULE

1/2025

Material 20.1. Published 20.2.

2/2025

Material 5.5. Published 5.6.

3/2025

Material 18.8. Published 18.9.

4/2025

Material 3.11. Published 4.12.