Munuais- ja maksaliitto
NJUR- OCH LEVERFÖRBUNDET

MEDIACARD 2027

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, three theme week and four Elinehto newsletters are published. You can buy an advertising banner for newsletters (only 1 banner / newsletter). Advertising spots in the newsletters of theme weeks are primarly sold to the sponsors of that theme week.

Price of advertisement: 600 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
Material delivery also: raisa.tasanto@muma.fi

NEWSLETTER SCHEDULE

1/2027	material 19.1.	published week 3
2/2027	material 16.2.	published week 7
3/2027	material 16.3.	published week 11
4/2027	material 13.4.	published week 15
5/2027	material 11.5.	published week 19
6-7/2027	material 18.6.	published week 25
8/2027	material 10.8.	published week 32
9/2027	material 14.9.	published week 37
10/2027	material 12.10.	published week 41
11/2027	material 9.11.	published week 45
12/2027	material 13.12.	published week 50

HOMEPAGE MUMA.FI

The association's website is at 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. There are no banners on the front page.

Reservation of advertising space and material:
petri.inomaa@muma.fi

MUMA.FI 2025
Visitors 129 542
Pagewievs 437 272

NEWSLETTER
subscribers 4 800

ELINEHTO
Distribution 6800

ELINEHTO

The Finnish Kidney and Liver Association's Elinehto magazine contains information and stories of experiences for whose 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.

www.muma.fi/elinehto

MAGAZINE ELINEHTO

Publisher
Munuais- ja maksaliitto

Editor-in-chief
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ISSN 1458-378X
Verkkolehti: 2242-332X

Circulation
Levikki 6 800 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.

AD 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

1/2027
Material 25.1. Published 24.2.

2/2027
Material 17.5. Published 16.6.

3/2027
Material 23.8. Published 22.9.

4/2027
Material 8.11. Published 8.12.