

MEDIUUTISET

The health care monthly magazine in Finland

MARKET POSITION:

Mediuutiset is a news magazine for health care professionals, reporting the essentials quickly and realistically. *Mediuutiset* is read by doctors, other professionals in the health care and pharmaceutical sectors and health care decision-makers.

	Mediuutiset
Circulation (Publisher 2010)	25 000
Readership (TNS Decision-makers' Atlas 2010)	20 000

EDITORIAL PROFILE:

Mediuutiset is considered as an important source of information for those practising medicine. The readers are professionally involved in the decision-making of various procurement sectors. Their active lifestyle outside work, together with the high income level, makes them interesting as consumers as well. The readers appreciate the magazine for its interesting and timely content.

TECHNICAL SPECIFICATIONS:

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GCA International Media Sales 020 7730 6033
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