

MEDIA CARD 2018



MUOTI

MAALMA

MUODIN ERIKOISLEHTI



MuotiMaailma is the fashion magazine for consumers!

MuotiMaailma publishes four numbers per year: MuotiMaailma is interesting. Our readers read the magazine thoroughly, from cover to cover. They also pay attention to the ads. We have received excellent response from our customers concerning the issues. MuotiMaailma looks good. Because of the good layout, our readers like to read the magazine at work, at home, at coffee table. Again and again.

The effect of your ad is doubled, tripled. MuotiMaailma has high quality. Every issue of MuotiMaailma is mostly four-color. The articles are written by top professionals. We want to make a quality product. Just like you. MuotiMaailma is the right partner for you. In every issue we have many special themes: trends and collection, shoes and bags, international designer shows, jewellery fashion, beauty+cosmetics and other fashion topics. MuotiMaailma believes in co-operation. We are willing to help our customers by giving them information, advice etc. Don't hesitate to contact us!

EDITORIAL PROGRAMME:

N:O	PUB.DATE	DEADLINE	THEMES
1-18	23.02.18	16.02.18	Spring 2018 trends and collections, international designer shows, jewelry fashion, season's cosmetics and other fashion topics. Spa.
2-18	25.05.18	16.05.18	Summer 2018 fashion trends and collections. Swimfashion, beachwear.
3-18	28.09.18	19.09.18	Autumn 2018 trends and collections, international designer shows. Kid's and teenager's fashion, Shoes and bags.
4-18	10.10.18	02.10.18	Winter 2018, winter sport, party fashion, accessories. Big Fashion and Beauty special distribution at the Helsinki Fashion fair.

TECHNICAL REQUIREMENTS:

Size of magazine: 230 x 297 mm
 Printing method: offset, perfect bound
 Distribution: 45.000 ex
 – newsstand sales all over Finland,
 also at Helsinki Fashion fairs, other fashion-,
 shoe- and cosmetics fairs and shows.

ADVERTISEMENTS:

Instructions for sending advertising digital material via e-mail to:

printline@printline.fi

Preferred file format is Adobe Acrobat Pdf. Images in CMYK colour mode, 300 dpi. Bleeds 3 mm.



Laurie

ADVERTISING RATES (eur):

		b&w	4-colour
2/1 page	460 x 297 mm	2.482,-	3.699,-
Back cover	230 x 297 mm	–	3.989,-
1/1 page	230 x 297 mm	1.964,-	2.900,-
1/2 page	vertical 102 x 278 mm, horizontal 210 x 130 mm	1.229,-	1.736,-
1/4 page	vertical 102 x 136 mm, horizontal 210 x 65 mm	713,-	1.014,-

Enclosures: 2 pages 2.685,- / 4 pages 3.624,-

EXTRA DISCOUNTS:

- 5 %** 2 ads in the same year
- 10 %** 3 ads in the same year
- 15 %** 4 ads in the same year

Special position: 20 % extra.

Advertising agency commission: 15 %

Colour separation and reproduction costs are not included.

ADVERTISEMENT CANCELLATION:

Advertisement cancellation one month before publishing date.

Irreversibly advertisement we invoice total ad rate.

Ad invoice remark in writing seven days after publishing date.

Magazines liability cover only ad rate.

PUBLISHER:

Muotimaailma Oy • Mikkolantie 1 A, 00640 Helsinki • Mob. +358 40 5452 261

Managing Director, Editor:

Tomi Viitanen • Mob. +358 40 545 2261 • tomi.viitanen@muotimaailma.fi

EDITORIAL STAF:

Marjut Haapaniemi • Mob. +358 40 748 6047

marjut.haapaniemi@muotimaailma.fi

Vilma Häti, Heli Launiainen, Saara Lehtinen, Antti Rimminen,

Juuso Viitanen, Tiina Väkeväinen

toimitus@muotimaailma.fi

SUBSCRIBE, OFFICE:

At 9 am – 3 pm • Mob. +358 40 545 2261 • tilaukset@muotimaailma.fi

ISSN 1797-9781 • VAT nr: 1008 443-9 • www.muotimaailma.fi