

MUOTI MAAILMA TUOTOI

FINNISH FASHION TRADE MAGAZINE

**MEDIA CARD
2018**

MuotiMaailma – dynamic and international magazine with the best quality

Collaborating with our readers and customers and targeting them in the most effective way. MuotiMaailma reaches Your clients with the largest distribution in Finland. The results of the figures and numbers can be showed on paper. The satisfaction is guaranteed.

MuotiMaailma interests our readers to explore the magazine from cover to cover. Page by page. They also pay attention to the ads. We receive excellent response from our customer concerning our advertisement policy.

MuotiMaailma looks good. The great layout attracts our readers to read the magazine in everywhere – at work, home, café, car – you name it! The effect of Your ad is multiplied. Most of the exclusive articles are four-color. The texts are written by top professionals. The quality is the key.

Just like You. MuotiMaailma is the right partner for You.

MuotiMaailma believes in collaboration. We are more than happy to help our customers by giving them more information and advice. You are always welcome to contact us!

EDITORIAL PROGRAMME:

| N:O | PUB.DATE | DEADLINE | THEMES |
|------|----------|----------|---|
| 1-18 | 19.01.18 | 10.01.18 | Fashion trends for winter 2018, Shoes and bags special. |
| 2-18 | 23.02.18 | 14.02.18 | Fabrics and fibres for summer 2019, lingerie, socks, hosiery. Shoe special. |
| 3-18 | 25.05.18 | 16.05.18 | Int. trade fairs and fairs catalog, shop furnishing, technology. |
| 4-17 | 10.08.18 | 02.08.18 | Summer fashion and trends 2019, Shoes and bag special. |
| 5-18 | 28.09.18 | 19.09.18 | Lingerie, hosiery, swimwear fashion, Shoe and bag special. |
| 6-18 | 30.11.18 | 21.11.18 | International trade fairs, shop furnishing. Shoe and bag special. |

TECHNICAL REQUIREMENTS:

Size of magazine: 230 x 297 mm
Printing method: offset, perfect bound

ADVERTISEMENTS:

Preferred file format is Adobe Acrobat Pdf.
Images in CMYK color mode, 300 dpi.
Bleeds 3 mm.
Instructions for sending advertising digital material via e-mail to:

printline@printline.fi



Bernie Mev

Laurie





ADVERTISING RATES (eur):

| | | b&w | 2-colour | 4-colour |
|--------------------|--|---------|----------|----------|
| 2/1 page | 460 × 297 mm | 2.187,- | 2.691,- | 3.852,- |
| Front cover | 230 × 297 mm | – | – | 2.523,- |
| 1/1 page | 230 × 297 mm | 1.346,- | 1.598,- | 2.338,- |
| 1/2 page | vertical 102 × 278 mm, horizontal 210 × 136 mm | 757,- | 1.010,- | 1.497,- |
| 1/3 page | vertical 112 × 200 mm, horizontal 230 × 95 mm | 640,- | 850,- | 1.200,- |
| 1/4 page | vertical 102 × 136 mm, horizontal 210 × 65 mm | 505,- | 589,- | 926,- |
| 1/8 page | vertical 55 × 136 mm, horizontal 102 × 65 mm | 303,- | 421,- | 589,- |

Numbers: 1 and 4-2016, Front cover and back cover 3.505,- (eur), inside front cover 2.450,- (eur)

Enclosures: 2 pages 1.682,- (eur), 4 pages 2.355,- (eur), 8 pages 2.950,- (eur)

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.

DISTRIBUTION:

| | |
|--|--------------|
| Clothing retailers | 2.121 |
| Shoe retails, Shoe professionals and fabrics | 908 |
| Textile and ready-to-wear industry | 712 |
| Shop furnishing, importers of machinery etc. | 503 |
| Issues 2, 3, 5, 6/2016 | 4.244 |

| | |
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| Distribution in Finnish Fashions and Shoe Fairs, Helsinki Fashion House and New Fashion Center Vantaa (mainly to retailers personal) | 2.000 |
| Issues 1, 4/2016 | 6.244 |

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