

MEDIA CARD 2018



# MUOTI

MAALMA

MUODIN ERIKOISLEHTI



Aino



## 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	23.03.18	16.03.18	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](mailto: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>b&amp;w</b>	<b>4-colour</b>
<b>2/1 page</b>	460 x 297 mm	2.482,-	3.699,-
<b>Back cover</b>	230 x 297 mm	–	3.989,-
<b>1/1 page</b>	230 x 297 mm	1.964,-	2.900,-
<b>1/2 page</b>	vertical 102 x 278 mm, horizontal 210 x 136 mm	1.229,-	1.736,-
<b>1/4 page</b>	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:

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### SUBSCRIBE, OFFICE:

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