

MUOTI
M A I L M A

FINNISH FASHION TRADE MAGAZINE



MEDIA CARD
2021

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
1-21	21.01.21	13.01.21	Fashion trends for winter 2021, Shoes and bags special.
2-21	04.03.21	24.02.21	Fashion- and Shoe Trends special, lingerie, socks, hosiery trends special. Fabrics and fibres for summer 2021
3-21	27.05.21	19.05.21	Int. trade fairs and fairs catalog, shop furnishing, technology.
4-21	12.08.21	04.08.21	Summer fashion and trends 2022, Shoes and bag trends special.
5-21	23.09.21	15.09.21	Lingerie, hosiery, swimwear fashion, Shoes and bags trends special.
6-21	25.11.21	17.11.21	International trade fairs, shop furnishing. Shoes and bags 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





ADVERTISING RATES (eur):

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

Numbers: 1 and 4-2021, 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:

Fashion-, Clothing-, Lingerie- retailers and staff	2.120
Shoe- and bag retailers and staff,	
Shoe professionals and fabrics	685
Fashion-, Textile and ready-to-wear industry and staff	502
Shop furnishing, importers of machinery etc.	403
Issues 2, 3, 5, 6/2021	3.602

Distribution in Finnish Fashions fairs and
Kenkäviikko Shoe Fairs, Fashion Is- and
Nimettömät Lingerie fair Fashion Center Vantaa,
Helsinki Fashion House.
(mainly to retailers personal)

2.000

Issues 1, 4/2021 5.602



PUBLISHER:

Muotimaailma Oy • Härkähaankuja 14, 01730 Vantaa • Mob. +358 40 5452 261

Managing Director, Editor:
Tomi Viitanen • Mob. +358 40 545 2261 • tomi.viitanen@muotimaailma.fi

Editor staff:

Marjut Haapaniemi • Mob. +358 40 748 6047 • marjut.haapaniemi@muotimaailma.fi

Veli-Matti Kankaanpää, Heli Launiainen, Antti Rimminen, Janne Viitanen,
Juuso Viitanen, Tiina Väkeväinen
toimitus@muotimaailma.fi

Subscribe, Office:

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