

2021  
MEDIA CARD

MAAILMA  
**MUOTI**  
FASHION MAGAZINE FOR CONSUMERS

Fish named Fred





## 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
1-21	25.03.21	17.03.21	Spring 2021 trends and collections, international designer shows, jewelry fashion, season's cosmetics and other fashion topics. Spa.
2-21	27.05.21	19.05.21	Summer 2021 fashion trends and collections. Swim fashion, beachwear; Lingerie special. Season's cosmetics and other fashion topics.
3-21	16.09.21	08.09.21	Autumn 2021 trends and collections, international designer shows. Kid's and teenager's fashion, Shoes and bags. Season's cosmetics and other fashion topics.
4-21	14.10.21	06.10.21	Winter 2021, winter sport, party fashion, accessories. <b>I Love Me Fashion and Beauty special fair number with special distribution at the Helsinki I Love Me Fashion and Beauty fair.</b>

### 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.

## 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:

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](mailto:tomi.viitanen@muotimaailma.fi)

## EDITORIAL STAFF:

Marjut Haapaniemi • Mob. +358 40 748 6047

[marjut.haapaniemi@muotimaailma.fi](mailto:marjut.haapaniemi@muotimaailma.fi)

Veli-Matti Kankaanpää, Heli Launiainen, Antti Rimminen,

Janne Viitanen, Juuso Viitanen, Tiina Väkeväinen

[toimitus@muotimaailma.fi](mailto:toimitus@muotimaailma.fi)

## SUBSCRIBE, OFFICE:

At 9 am – 3 pm • Mob. +358 40 545 2261 • [tilaukset@muotimaailma.fi](mailto:tilaukset@muotimaailma.fi)

ISSN 1797-9781 • VAT nr: 1008 443-9 • [www.muotimaailma.fi](http://www.muotimaailma.fi)