

**MUOTI**  
**M A A I L M A**  
**MUOTI**

FINNISH FASHION TRADE MAGAZINE



# MEDIA CARD 2022



# MuotiMaaailma – dynamic and international magazine with the best quality

Collaborating with our readers and customers and targeting them in the most effective way. MuotiMaaailma 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.

MuotiMaaailma 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.

MuotiMaaailma 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. MuotiMaaailma is the right partner for You.

MuotiMaaailma 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
1-22	13.01.22	06.01.22	Fashion trends for winter 2022, Shoes and bags special.
2-22	03.03.22	18.02.22	Fashion- and Shoe Trends special, lingerie, socks, hosiery trends special. Fabrics and fibres for summer 2022.
3-22	25.05.22	12.05.22	Int. trade fairs and fairs catalog, shop furnishing, technology.
4-22	12.08.22	03.08.22	Summer fashion and trends 2023, Shoes and bag trends special.
5-22	22.09.22	14.09.22	Lingerie, hosiery, swimwear fashion, Shoes and bags trends special.
6-22	24.11.22	15.11.22	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](mailto:printline@printline.fi)





## ADVERTISING RATES (eur):

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



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## DISTRIBUTION:

Fashion-, Clothing-, Lingerie- retailers and staff	2.010
Shoe- and bag retailers and staff,	
Shoe professionals and fabrics	645
Fashion-, Textile and ready-to-wear industry and staff	502
Shop furnishing, importers of machinery etc.	303
Issues 2, 3, 5, 6/2022	3.187

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, 4/2022	5.187

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