



**Published** by Suomen Lähikauppa Oy  
[www.lahikauppa.fi](http://www.lahikauppa.fi)

**Print run in 2010:** 870,000

**Audited circulation:** 928,695/Finnish Audit Bureau of Circulations 2008 (-/~/100/-)

**Editor-in-chief:** Jaana Huttunen  
tel. +358 20 700 3212

**Advertising and insert sales** Caj Sainio  
[caj.sainio@lahikauppa.fi](mailto:caj.sainio@lahikauppa.fi)  
tel. +358 20 700 3111

**Ad bookings** Seija Tulonen  
[seija.tulonen@lahikauppa.fi](mailto:seija.tulonen@lahikauppa.fi)  
tel. +358 20 700 3210, fax +358 20 700 3570

Ad bookings to be submitted by email or phone. All bookings will be confirmed by the editorial team in writing. Advertising and media agencies must submit their advertising orders in writing no later than on the last booking date.

**Street address:**  
Sörnäistenkatu 2, FI-00580 Helsinki, Finland

**Post address:** P.O. Box 1, FI-00581 Helsinki, Finland  
[me.lehti@lahikauppa.fi](mailto:me.lehti@lahikauppa.fi)

## Publication schedule 2010

No	Published	Materials	Booking date
1-2	28.1.	4.1.	10.12.
3	25.2.	2.2.	7.1.
4	25.3.	2.3.	9.2.
5	29.4.	6.4.	11.3.
6	27.5.	3.5.	8.4.
7	1.7.	7.6.	10.5.
8	29.7.	5.7.	10.6.
9	2.9.	10.8.	15.7.
10	30.9.	7.9.	12.8.
11	28.10.	5.10.	10.9.
12	2.12.	8.11.	14.10.

## Ad sizes and rates

Completed pdf files, freely positioned in text

Size	Width mm	Height mm	Full colour rate VAT 0%
2/1	420	263	€ 13,980
1/1	210	263	€ 6,990
Back cover 1/1	210	223	€ 8,490
1/2p. vertical	101	263	€ 4,340
1/2p. horizontal	210	128	€ 4,340

Bleed 5 mm on all margins.

NB. Avoid text and logos being cropped by ensuring they do not come within 5 mm of the trim line.

10% extra charge for placing the ad in a specially requested position. Prices not inclusive of VAT. Discount for advertising agencies: 15% for authorized agencies.

The magazine reserves the right not to publish advertising it considers inappropriate.

## Inserts

0-8 g	€0.039/insert	17-20 g	€0.048/insert
9-12 g	€0.042/insert	21-24 g	€0.053/insert
13-16 g	€0.045/insert	Inserts weighing more than 24 grams:	as per agreement

– 10% extra charged for limited print runs of 150,000-300,000 inserts.

– 20% extra charged for limited print runs of fewer than 150,000 inserts.

## Insert booking deadline

Inserts must be booked by the advertising deadline.

## Term of payment

Advertising invoiced **after material deadline**, 7 days net.  
Inserts invoiced **after work has started**, 7 days net.

## Cancellations

Cancellations must be made in writing by the booking deadline. For cancellations made after this deadline, at least 50% of the price will be charged to offset losses.

## Complaints

Any complaints regarding the typography of ads must be submitted in writing within 14 days of publication date. The magazine's liability for errors or omissions is limited to the price of the ad.

## Technical information

**Print:** heatset rotation

**Screen ruling:** 48 lines/cm

**Ideal image resolution:** 240 ppi

**Binding:** saddle stitching

**Paper:** Holmen 75XLNT, 55 g

**Page size and printing area:**

210 x 263 mm

## Material requirements

Digital material in as a locked pdf file.

Guidelines for pdf material available at [www.aikakausmedia.fi](http://www.aikakausmedia.fi)

## Delivery of files

**File transfer:** Through [www.aikakausmedia.fi](http://www.aikakausmedia.fi)

Send **low resolution PDF** file to [seija.tulonen@lahikauppa.fi](mailto:seija.tulonen@lahikauppa.fi)

## Page making

Hansaprint Oy, Myllynkivenkuja 4,  
FI-01620 Vantaa, Finland

**Contact person:** Jaana Toivanen

Tel. +358 10 542 5831,

fax +358 10 542 5868

[media@hansaprint.fi](mailto:media@hansaprint.fi)

PRINT Hansaprint Oy