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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
Post address: P.O. Box 1, FI-00581 Helsinki
me.lehti@lahikauppa.fi

PUBLICATION SCHEDULE 2012

No	Published	Materials	Booking date
1-2	1.2.	10.1.	14.12.
3	29.2.	7.2.	12.1.
4	28.3.	6.3.	10.2.
5	25.4.	29.3.	8.3.
6	23.5.	26.4.	3.4.
7	27.6.	4.6.	9.5.
8	25.7.	3.7.	7.6.
9	5.9.	14.8.	19.7.
10	3.10.	11.9.	16.8.
11	31.10.	9.10.	13.9.
12	28.11.	6.11.	11.10.

AD SIZES AND RATES

Press-ready PDF

Full-page advertisements can be made into a double-page spread, and advertisements that are smaller than a full page can be laid out on the same page.

Size	Width	Height	Full colour rate
	mm	mm	VAT 0%
2/1	420	263	€13,980
1/1	210	263	€6,990
Back cover 1/1	210	223	€8,490
1/2-vertical	105	263	€4,340
1/2-horizontal	210	131	€4,340

Bleed 5 mm on all margins.

NB. Avoid text and logos being cropped by ensuring they do not come within 6 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. Prices not inclusive of VAT.

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 dpi
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

DELIVERY OF FILES

File transfer:
Through www.aikakausmedia.fi

Send **low resolution** PDF file to
seija.tulonen@lahikauppa.fi

PAGE-MAKING

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PRINT

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