

## Hobby- and travel magazine that is published five times a year!

Every issue of Meidän Suomi handles the current/forthcoming season. The main topics are travelling, health, food, motor vehicles, history, music and culture.

The core target group of the magazine is active, + 50-year-olds who are interested in travelling, particularly domestic travelling. For keeping fit and personal well-being, they spend twice as much money as the population in general. About a third of readers own forest, land or investment fund shares, even more of the readers have summer house or boat. More than half of them tell that they do not have loan at all!

According to the reader survey, the magazine is read for a long time, **as long as 2.5 h!**

## Edition – Readers

**Edition 24.0000, readers 50.400** (based on a reader survey, according to which one magazine number reads an average of 2.1 people)

## MATERIAL SCHEDULE 2020

| Nr     | Publishing Date | Last booking | Ad Material |
|--------|-----------------|--------------|-------------|
| 1/2020 | 15.01.2020      | 10.12.2019   | 13.12.2019  |
| 2/2020 | 18.03.2020      | 24.01.2020   | 28.01.2020  |
| 3/2020 | 13.05.2020      | 27.03.2020   | 30.03.2020  |
| 4/2020 | 12.08.2020      | 26.06.2020   | 01.07.2020  |
| 5/2020 | 14.10.2020      | 28.08.2020   | 31.08.2020  |
| 1/2021 | 13.01.2021      | 11.12.2020   | 14.12.2020  |

**NOTE!** Inserts and specialty projects, ask your contact person. Always check the delivery address!

## ADVERTISING RATES 2020

| Size       | Price in text | Price in covers |
|------------|---------------|-----------------|
| 2/1        | 5.570 €       | 6.350 €         |
| 1/1        | 2.850 €       | 3.135 €         |
| 1/2        | 1.815 €       |                 |
| 1/3        | 1.200 €       |                 |
| 1/4        | 950 €         |                 |
| Back cover | 3.350 €       |                 |



# Ad sizes



2/1 page  
444 x 276



1/1 page  
222 x 276

1/2 horizontal 222 x138

1/2 vertical 111x 276

1/3 horizontal 222x92

1/3 vertical 70 x 276

1/4 horizontal 222x70

1/4 page 111x138

## Bleeds and crop marks

Bleed is 3 mm. The text must not be placed 5 mm nearer to the crop mark. From spine the distance should be at least 7 mm. In texts that cross the page in inner pages the gap should be 8 (4+4) mm wide in middle fold.

**NOTE! In the back cover, a white area of 222 x 40 mm should be left at the top of the page for printing the address information.**

**Cancellation terms:** The last booking date is the last cancellation date. Later cancellations will be charged for the price of the ad.

**Payment terms:** 30 days net. The default interest is in accordance with the Interest Act. VAT is added to the prices.

## TECHNICAL SPECIFICATIONS

|                        |   |
|------------------------|---|
| Size of the magazine:  | 222 x276 mm                             |
| Bleed:                 | 3 mm                                    |
| Material requirements: | PDF-material                            |
| Binding:               | Glue bound                              |
| Printing method:       | Offsetrotation                          |
| Raster points:         | 133 rows/inch                           |
| Crop marks:            | Yes                                     |
| Max amount of color:   | 280 %                                   |
| Colors:                | Process colors (CMYK), ICC-profile: ISO |
| Raster point growth:   | 5 – 10 %                                |
| Image resolution:      | 300 dpi                                 |
| Repro:                 | Faktor                                  |
| Printer:               | LSC Communications Europe Sp.zo.o       |

**Material delivery:** aineisto@meidansuomi.fi

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