

Monthly published Valitut Palat is a magazine whose strength lies in the stories. Story-telling style offers the reader a target that one can identify with and that is why it is so appealing and sticks in the reader's mind. As a result of this, Valitut Palat has an exceptionally long reading time of **1h 16 min** (magazines in average 54 min).

Up to a third of subscribers have subscribed the magazine for 10 years or longer!

Two of the main topics in the magazine, in addition to the touching stories are health and travelling which are also the topics that interest the readers particularly.

The basic philosophy of the magazine is ethical responsibility. Articles are carefully fact-checked and language finalized. The content is positive, encouraging and solution-oriented.

Key figures

Readers: 204 000 (NRS AL + total 2018)



MATERIAL SCHEDULE 2020

Issue	Publication	Last booking	Ad material
1/2020	30.12.2019	18.11.2019	22.11.2019
2/2020	31.01.2020	17.12.2019	27.12.2019
3/2020	28.02.2020	21.01.2020	27.01.2020
4/2020	30.03.2020	19.02.2020	25.02.2020
5/2020	30.04.2020	19.03.2020	25.03.2020
6/2020	29.05.2020	14.04.2020	20.04.2020
6B/Extra	15.06.2020	05.05.2020	11.05.2020
7/2020	29.06.2020	20.05.2020	27.05.2020
8/2020	31.07.2020	24.06.2020	30.06.2020
9/2020	31.08.2020	22.07.2020	28.07.2020
10/2020	30.09.2020	21.08.2020	28.08.2020
11/2020	30.10.2020	23.09.2020	29.09.2020
12/2020	30.11.2020	20.10.2020	26.10.2020
1/2021	31.12.2020	19.11.2020	25.11.2020

Trusted Brands 20 years, Results, Part 1/2
Trusted Brands 20 years, Results, Part 2/2

Insert material = ad material date + 3 weekdays

ADVERTISING RATES 2020

Size	Price in text	Price in covers
2/1	14.900 €	17.200 €
1/1	7.450 €	8.600 €
1/2	5.100 €	
Takakansi	9.600 €	

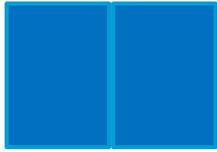
Brand Stories and specialty projects, ask your contact person!

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Ad sizes



2/1 page
268 x 184



1/ 1 page
134 x 184



½ horizontal
134 x 92



½ vertical
63 x 184



Bleeds and crop marks

- Bleed is 3mm. 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.
- In texts that cross the back cover the gap should be 10 (5+5) mm in middle fold.
- On back cover texts at least 5 mm distance from spine.

NOTE! In the back cover, a white area of 32 x 184 mm should be left at the left side 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:	134 x 184 mm
Bleed:	3 mm
Material requirements:	PDF-material, ISO Coated V2 –color profile
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:	FMG
Printer:	LSC Communications Europe Sp.zo.o

Material delivery: aineisto@valitutpalat.fi

Reliability is the core and the soul of a brand, it increases sales by strengthening customer's engagement in a product or service. This most important feature of a brand is measured by the Trusted Brands Survey.

The Survey for 2020 is already 20. consecutive research year. It measures which are the brands that Finnish people really trust in different categories. The questions are open-ended, not any pre-listed lists about the brands are provided.

Trusted Brands logo strengthens purchasing decision

The survey asks for the impact of seeing the Trusted Brand logo on the packaging or advertising in the purchase decision. A clear majority (70 %) of the respondents say the logo seems to have a positive impact on the purchase decision.

50 % of the respondents say that they have bought a product or chosen a service based on the fact that it has been voted the Most Trusted Brand.

Our advertisers which has been voted the Most Trusted Brand are allowed to use the Trusted Brands -logo in all their advertising.

See more: www.luotetuinkerki.fi

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