



ASTETTA / PAREMPI / MEDIA

DeLuxe

MEDIA GUIDE 2017

For you, who seek that extra quality.

MEDIA GUIDE 2017

DeLuxe MAGAZINE IS PUBLISHED QUARTERLY IN 2017:

- **APRIL:** Theme "Boating" – MARCH 23RD 2017
- **OCTOBER:** Theme "Interior Decoration & Fashion" – OCTOBER 20TH 2017
- **JUNE:** Theme "Super Cars" – JUNE 16TH 2017
- **DECEMBER:** Theme "Travelling" – DECEMBER 28TH 2017

DeLuxe	1/2017	2/2017	3/2017	4/2017
STREET DATE	March 23 rd 2017	June 16 th 2017	October 20 th 2017	December 28 th 2017
MATERIALS REQUIRED BY	March 17 th 2017	June 5 th 2017	October 6 th 2017	December 15 th 2017
CIRCULATION	20.000 copies	20.000 copies	20.000 copies	20.000 copies

CIRCULATION

Subscription customers
Co-operation partners
DeLuxe VIP register

ADVERTISING PRICES

(prices don't include Finnish VAT, 24%)

- Size 2/1 5 445 €
- Size 1/1 3 300 €
- Size 1/2 2 145 €
- 1st spread 6 545 €
- 2nd spread 5 775 €
- Back page 5 445 €
- Back inner page 4 345 €



COVER ADVERTISEMENTS

- Back Cover 5 445 €
- Back Inner Page 4 345 €
- 1st spread 2/1 6 545 €
- 2nd spread 2/1 5 775 €

DISCOUNTS

We give a 15 percent discount to authorized media and advertisement agencies.

REMARKS AND RECLAMATIONS CONCERNING ADVERTISEMENTS

Remarks and reclamations concerning advertisements must be done within seven (7) days from the publication of the advertisement or from the predetermined publishing date. All accepted advertisements will be published on predetermined dates. If an advertisement cannot be published due to force majeure (i.e. strike, production delays etc.) or due to the customer, the magazine cannot be held responsible for the harm caused to the advertiser.

Magazine's responsibility for the lack of an advertisement or an error in the published advertisement is restricted only to the cost of the paid advertisement. Magazine will not reimburse a minor error in pressing, printing or layout, which will not hinder the understanding of the advertisement and reduce the value of the advertisement.

Magazine will not answer for errors, which are due to incomplete and/or erroneous materials, incomplete manuscripts, an advertisement dictated over the phone or an error, which is visible in a layout shown to the advertiser during the deadline, or his lack of reply to the final layout proposal.

Remarks and reclamations to invoices must be done within seven (7) days of the invoice's date.

WE SERVE YOU IN THE MATTERS OF ADVERTISEMENTS & BUSINESS:

- KARO KIISKINEN
GSM 040 - 512 5933 / KARO@DELUXE-LEHTI.FI
- COSMA ÖSTRÖM
GSM 0400 - 801 974 / COSMA@DELUXE-LEHTI.FI
- HENRI SÄNTTI
PUH: 044 - 777 0300 / HENRI@DELUXE-LEHTI.FI

- Publisher: LUXMEDIA OÜ, PÄRNU MNT 10, TALLINN 10148

MAGAZINE TECHNICAL SPECS

SIZE: 220 x 280 mm
CUTTING ALLOWANCES: 3 mm
PRESSING TECHNIQUE: Offset
COLOUR PROFILE: ISO Coated v2 300% (ECI)
COVER: Multi Art Gloss 300 g, INNER PAGES: Multi Art Gloss 115 g
CONSTRUCTION: Adhesive binding

MATERIALS REQUIREMENTS & TRANSMISSION

Offset print-worthy PDF format, TIFF or EPS formats, fonts included or converted, colours in CMYK format, photo/stills resolution at least 300 dpi, please send to:
E-MAIL: aineisto@deluxe-lehti.fi

SUBJECT SPACE: please enter magazine issue/name of customer.

CANCELLATIONS

An advertisement reserved for a magazine can be cancelled 14 days before Materials date. For cancellations after the Materials date we will charge the amount of full advertisement.

For you, who seek that extra quality.

DeLuxe

DeLuxe