



ASTETTA / PAREMPI / MEDIA

DeLuxe

MEDIA GUIDE 2018

For you, who seek that extra quality.

MEDIA GUIDE 2018

DeLuxe MAGAZINE IS PUBLISHED QUARTERLY IN 2018:

- MARCH: Theme "Boating" – MARCH 26TH 2018
- JUNE: Theme "Super Cars" – JUNE 20TH 2018
- OCTOBER: Theme "Interior Decoration & Fashion" – OCTOBER 12TH 2018
- DECEMBER: Theme "Travelling" – DECEMBER 19TH 2018

DeLuxe	1/2018	2/2018	3/2018	4/2018
STREET DATE	March 26 th	June 20 th	October 12 th	December 19 th
MATERIALS REQUIRED BY	March 15 th	June 8 th	October 1 st	December 7 th
CIRCULATION	20.000 kpl	20.000 kpl	20.000 kpl	20.000 kpl
ONLINE MAGAZINE	50.000 kpl	50.000 kpl	50.000 kpl	50.000 kpl

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 €



	2/1 FOUR-COLOR	440 x 280mm + 3mm 5 445 €
	1/1 FOUR-COLOR	220 x 280mm + 3mm 3 300 €
	1/2 FOUR-COLOR	horizontal 204 x 130mm OR (220 x 138 + 3mm bleed) vertical 100 x 247mm OR (106 x 280 + 3mm bleed) 2 145 €

COVER ADVERTISEMENTS

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

WE SERVE YOU IN THE MATTERS OF ADVERTISEMENTS & BUSINESS:

- KARO KIISKINEN
TEL +358 40 - 512 5933 / KARO@DELUXE-LEHTI.FI
- COSMA ÖSTRÖM
TEL +358 400 - 801 974 / COSMA@DELUXE-LEHTI.FI
- MARTTI LEHTO
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• 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 21 days before Materials date. For cancellations after the Materials date we will charge the amount of full advertisement.

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.

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