

SuomenLehdistö

FINLANDS PRESS

MEDIA INFORMATION 2010

TRADE JOURNAL FOR THE MEDIA FIELD

1. EDITORIAL OFFICE

Publisher:

Finnish Newspapers Association
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2. ADVERTISING SALES

Suomen Paikallismediat Oy
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petteri.holli@paikallismediat.fi

3. ADVERTISING MATERIAL

aineisto.hki@artprint.fi

Art-Print Oy

Haukilahdenkatu 4

FI-00550 Helsinki, Finland

tel: +358-20-750 4500

Material requirements: PDF

Handling of other formats will be
charged for.

4. CIRCULATION

Audited circulation 2,833 (09 survey)

5. TECHNICAL INFO

Format 260 x 370 mm

Print area 230 x 335 mm

Printing method coldset

Screen frequency 48 lines/cm

Printing Works

Art-Print Oy

P.O.B. 45, 67101 Kokkola



Published by the Finnish Newspapers Association, Suomen Lehdistö is a trade journal for the media field. Its readership comprises senior executives in production, administration, circulation marketing and advertising sales as well as editorial staff. It is also an important instrument for graphical personnel, journalists, photographers, layout artists and staff who handle communications and logistics. Public administrative bodies, local authorities, media training establishments as well as advertising and media agencies likewise subscribe to Suomen Lehdistö.



Of the ten issues published in 2010, the June and September ones will be doubles. No. 6 in June will be a special catalogue issue in the traditional A4 format on Finnish newspapers this year.



6 ■ ADVERTISING RATES AND TERMS OF SUPPLY

Format: newspaper size 260 x 370, cropped tabloid.

ad size	width x height, mm	4-colour euro
2/1	490 x 335	3,750
1/1	230 x 335	2,760
1/2 vertical (3 columns)	136 x 335	1,740
1/2 horizontal	230 x 164	1,740
1/4 standard (3 columns)	136 x 164	1 060
banner	230 x 50	590
back cover	230 x 335	2,950

Full pages and the back cover can be agreed to be cropped.

Inserts: ask for separate offer.

		euro
Christmas logo (12/10)	110 x 30	265

Directory of services

Module size 73 x 50.

	4-colour euro
2 modules / for one year	2,200
1 module / for one year	1,400

Advertising rates, special catalogue issue (6–7/10), Finnish newspapers 2010

Format A4 (210 x 297, adhesive binding), appears in June 2010, about 100 pages, density 70 lines/cm.



ad size	width x height, mm	4-colour euro
1/1	180 x 267	3,180
1/2 vertical	87 x 267	2,030
1/2 horizontal	180 x 131	2,030
1/4 standard	87 x 131	1,240
banner	180 x 40	625
back cover	210 x 273	3,300

“ASK US” ADS

ad size	width x height, mm	4-colour euro
1/2 vertical	87 x 267	850
1/2 horizontal	180 x 131	850
1/4 standard	87 x 131	600
1/8 horizontal	87 x 64	350

A commission of 15% is granted to authorised advertising agencies. VAT (22 %) will be added to the prices. Advertising rates apply to ready-for-printing material. Colour separations, typesetting, mounting and corrections contrary to manuscript are not included in the above rates and will be charged for separately.

It is the responsibility of advertisers to ensure that publication of material supplied to the newspaper does not infringe copyright and that advertising is not contrary to law.

The above advertising rates and terms of supply are in effect until further notice. The newspaper reserves the right to alter them with one month's notice.

The newspaper reserves the right to refuse to publish an advertisement.

7 ■ PAYMENT

Payments should be made out to: Sanomalehtien Liitto

Banks: Nordea, SWIFT: NDEAFIHH, IBAN: FI3021851800011034

or alternatively Sampo, SWIFT: PSPBFIHH, IBAN: FI7580001200060037.

Terms of payment: 14 days net, interest at annual rate allowed under Finnish law charged in overdue accounts.

8 ■ CANCELLATION OF ADVERTISEMENTS

At least 14 days before date of publication.

9 ■ COMPLAINTS

In writing within 14 days of publication of the issue. In the event of an error or omission of the advertisement, the publisher's liability will be limited to the amount received for the advertisement.

10 ■ PUBLICATION DATES AND MATERIAL DEADLINES

Issue	Date	Complete material	Booking by
1	20.1.	8.1.	4.1.
2	17.2.	4.2.	29.1.
3	17.3.	5.3.	1.3.
4	14.4.	1.4.	29.3.
5	12.5.	30.4.	26.4.
6–7	16.6.	26.5.	19.5.
8–9	1.9.	20.8.	16.8.
10	29.9.	17.9.	13.9.
11	3.11.	22.10.	18.10.
12	1.12.	19.11.	15.11.

Special theme issues 2010:

Issue 6–7	Finnish newspapers 2010 -catalogue issue
Issue 8–9	Ifra expo
Issue 12	Christmas greetings