

TALOUSTAITO Yritys

MEDIA GUIDE 2010

Taloustaito Yritys is a high profiled magazine for entrepreneurs, company owners and business managers. It's special areas are company taxation, economy and investment.



Circulation	43 094 (Finnish Audit Bureau of Circulations)
Frequency	5 issues/year
Format (in mm)	200 x 280
Address of Editorial Office	Kalevankatu 4, 00100 Helsinki, Finland Tel. +358-9-6188 7325 Fax +358-9-3487 0787 Internet www.taloustaito.fi
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Ad rates - four colour
2/1 400 x 280 mm* 6 420 €
1/1 200 x 280 mm* 3 340 €
* + cutting margins 3 mm

Additional advertising sizes as per agreement.
Advertising rates are exclusive of VAT (22%).

Size and printing data

Size	200 x 280 mm
Screen ruling	54 lines/cm
Cutting margins	3 mm
Printing method	Heat-set/Offset printing
Paper	MFC 57 g

Printing material requirements

Advertisement material should be submitted as ready-to-print PDF files. 300 dpi resolution and in CMYK colors. Fonts used should be Adobe Type 1 or Open Type.

RELEASE DATES AND MATERIAL SUBMISSION DATES

Issue	Release	Material
1	27.1.	15.1.
2	9.3.	25.2.
3	12.5.	30.4.
4	6.10.	24.9.
5	1.12.	19.11.

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