

TALOUSTAITO

MEDIA GUIDE 2010

Taloustaito is the largest economy magazine by circulation and readership in Finland. It's special areas are private economy, taxation and consumption.



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Frequency	12 issues/year
Format (in mm)	210 x 297
Year of Foundation	1948
Address of Editorial Office	Kalevankatu 4, 00100 Helsinki, Finland
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Ad rates - four colour
2/1 420 x 297 mm* 10 350 €
1/1 210 x 297 mm* 5 720 €
* + cutting margins 3 mm

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

Additional information	Mrs. Riitta Hjelm
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Size and printing data

Size	210 x 297 mm
Screen ruling	54 lines/cm
Cutting margins	3 mm Back Cover full width x 28 mm from top, a white space for address label

Printing method	Heat-set/Offset printing
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Papers	Cover, Gallerie Art Gloss 130 g Inside pages, MFC 57 g
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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	17.2.	5.2.
3	9.3.	25.2.
4	7.4.	24.3.
5	12.5.	30.4.
6	9.6.	28.5.
7	18.8.	6.8.
8	8.9.	27.8.
9	6.10.	24.9.
10	3.11.	22.10.
11	1.12.	19.11.
12	29.12.	17.12.