

MEDIA KIT 2020

SKY-kosmetologi



Member magazine of SKY



SKY-kosmetologi-magazine is published by Suomen Kosmetologien Yhdistys – Kosmetologföreningen i Finland ry. SKY-kosmetologi-magazine is leading media when your goal is to reach Beauty Therapists, Beauty Counsels, salon owners, students and teachers, importers, producers or companies of the field.

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2020 THEMES & SCHEDULE

#1

Theme: change – issued in February on week 9

Reserve ads by: 13.1.2020

Advertisement material deadline: 20.1.2020

#2

Note! Schedule has changed!

Theme: feeling – issued in May on week 21

Reserve ads by: 6.4.2020

Advertisement material deadline: 14.4.2020

Fair issue!



**Kosmetologi-
päivät 2020**

~~#3~~

Due to government of Finland guidelines, Kosmetologipäivät 2020 Fair has been rescheduled to be arranged in 18.-19.9.2020.

BECAUSE OF ALTERED SITUATION, THE ISSUE NUMBER #3 HAS BEEN CANCELLED FOR THE YEAR 2020.

#4

Theme: money – issued in November on week 46

Reserve ads by: 21.9.2020

Advertisement material deadline: 28.9.2020

Catch up with your Christmas sales!

*Christmas
issue!*



Available advertisement sizes, pricing and technical requirements available in the next page.

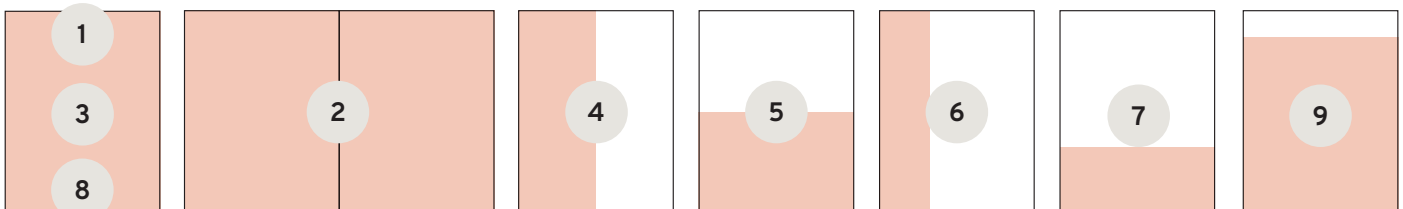
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PRICING AND SIZES

*Advertorials also available.
contact BF Media for more information!*

1	first opening (2nd page)	210 mm x 275 mm	2214 €
2	2/1 pages / spread	420 mm x 275 mm	3052 €
3	1/1 page	210 mm x 275 mm	2038 €
4	1/2 page vertical	105 mm x 275 mm	1303 €
5	1/2 page horizontal	210 mm x 137,5 mm	1303 €
6	1/3 page vertical	70 mm x 275 mm	1003 €
7	1/3 page horizontal	210 mm x 91,6 mm	1003 €
8	last opening	210 mm x 275 mm	2096 €
9	back cover	210 mm x 235 mm	2950 €

Fixed advertisement placement (for example page 4) + 15 %.
Prices will have VAT 24 % added.



TECHNICAL REQUIREMENTS AND DELIVERY

- Print qualified digital PDF
- CMYK / 300 dpi
- **Bleed 3 mm**
- **Crop and bleed marks must be included**
- Color profile used: PSO_Uncoated_ISO12647_bas.ICC
- Please deliver material to BF Media
- **Cancellations received after the date of reservation will be billed at the whole rate.**

Note!

