

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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MEDIA KIT 2021

2021 THEMES & SCHEDULE

#1

Spring

– **issued in March on week 10**

Reserve ads by: 18.1.2021

Advertisement material deadline: 1.2.2021

Start the
spring!

#2

Summer

– **issued in June on week 23**

Reserve ads by: 19.4.2021

Advertisement material deadline: 3.5.2021

Summer
reading!

The fair issue!

#3

Autumn

– **issued in October on week 40**

Reserve ads by: 23.8.2021

Advertisement material deadline: 1.9.2021



Kosmetologipäivät 2021

#4

Winter

– **issued in December on week 50**

Reserve ads by: 1.11.2021

Advertisement material deadline: 8.11.2021

Boost your christmas sales!

Christmas is
coming!



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

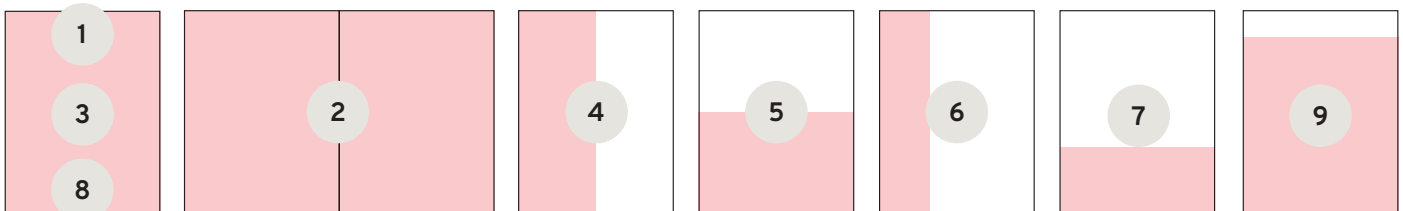
MEDIA KIT 2021

PRICING & AD 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 €
10	1/6 page vertical <i>Only limited amount, check the availability!</i>	57 mm x 120 mm	630 €

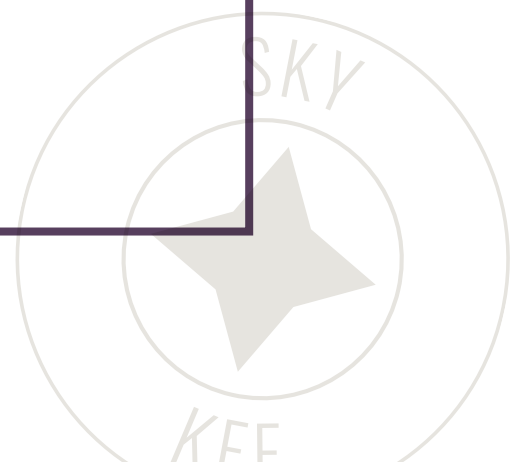
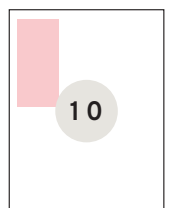
Fixed advertisement placement (for example page 4) + 15 %.
Prices will have VAT 24 % added.



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 all material to BF Media
- **Cancellations received after the date of reservation will be billed at the whole rate.**

Note!



MEDIA KIT 2021



All advertisements are intended to be published according to the agreement. If the advertisement cannot be published for production or financial reasons, such as the so-called In the event of force majeure, or for reasons attributable to the customer or subcontractor, the publisher shall not be liable for any damages incurred by the advertiser. The publisher's liability for omission or damage to a publication is limited to the price of advertisement for that publication.

A typographical or layout error that does not make the ad difficult to understand or diminish its advertising value will not be compensated. The publisher is not responsible for damages in the advertisement due to incomplete or incorrect material.

Complaints must be made in writing no later than seven (7) days after the publication of the advertisement. The advertiser is responsible for ensuring that it has appropriate and sufficient rights to the advertising material and its publication. The advertiser is liable for any damage caused to third parties and / or the publisher by the advertising material.