

MEDIA KIT 2022

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.

Publisher:
Association of Finnish
Beauty Therapists /
Suomen Kosmetologien
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2022 THEMES & SCHEDULE

The beauty in numbers!

#1

Spring

– **issued in March on week 10**

Reserve ads by: 17.1.2022

Advertisement material deadline: 31.1.2022

#2

Summer

– **issued in June on week 24**

Reserve ads by: 19.4.2022

Advertisement material deadline: 2.5.2022

*Summer
reading!*

The fair issue!

#3

Autumn

– **issued in October on week 40**

Reserve ads by: 11.8.2022

Advertisement material deadline: 25.8.2022

#4

Winter

– **issued in December on week 50**

Reserve ads by: 21.10.2022

Advertisement material deadline: 10.11.2022

Boost your christmas sales!

*Christmas is
coming!*



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

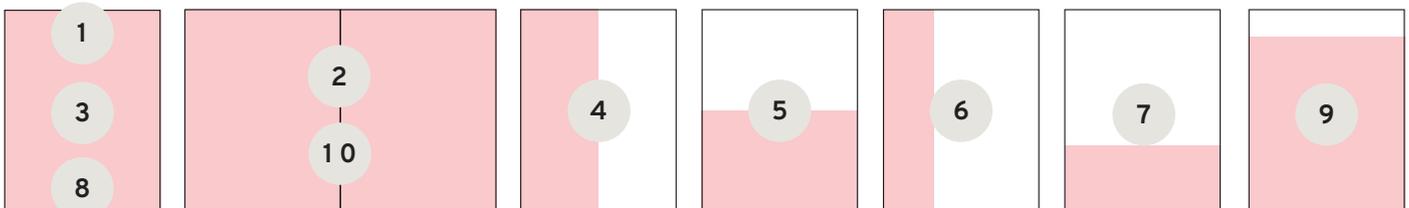
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PRICING & AD SIZES

Advertorials also available!

| | | | |
|----|--|-------------------|--------|
| 1 | first opening (2nd page) | 210 mm x 275 mm | 2215 € |
| 2 | 2/1 pages / spread | 420 mm x 275 mm | 3055 € |
| 3 | 1/1 page | 210 mm x 275 mm | 2040 € |
| 4 | 1/2 page vertical | 105 mm x 275 mm | 1305 € |
| 5 | 1/2 page horizontal | 210 mm x 137,5 mm | 1305 € |
| 6 | 1/3 page vertical | 70 mm x 275 mm | 1005 € |
| 7 | 1/3 page horizontal | 210 mm x 91,6 mm | 1005 € |
| 8 | last opening | 210 mm x 275 mm | 2100 € |
| 9 | back cover | 210 mm x 235 mm | 2950 € |
| 10 | advertorial / spread* <small>Only limited amount, check the availability!</small> | 420 mm x 275 mm | 3660 € |

Prices will have VAT 24 % added.



TECHNICAL REQUIREMENTS AND DELIVERY

- Print qualified digital PDF only
- **Bleed 3 mm + crop and bleed marks must be included**
- Color profile used: ISOcoated_v2_eci.ICC
- We do not accept Word documents as an advertisement material

Note!

SCHEDULE TO BOOK ADVERTORIALS

#1 Spring issue
Booking deadline:
17.12.2021

#2 Summer issue
Booking deadline:
19.3.2022

#3 Autumn issue
Booking deadline:
15.6.2022

#4 Winter issue
Booking deadline:
24.9.2022

* ADVERTORIAL

Advertorial is an article written and designed by SKY magazine editor and graphic designer that contains information about the product in the form of an article. Advertorial includes:

- Advertorial in magazine
- Complete advertorial in pdf format
- Blog version of Advertorial, published on the SKY blog (public website)
- Facebook post in the SKY-kosmetologit -professional group
- Instagram story share

NEW!

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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.

Advertisement materials must be submitted by the material deadline. Subsequent deliveries will be considered late and will be subject to a late fee 100 euros + VAT 24% / delayed advertising material.

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.