

MEDIA KIT 2025

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
Yhdistys ry



ISSN 0785-63477

Distribution: members of the
Association of Finnish
Beauty Therapists

Full spread: 3 300



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**DELIVERY OF READY-MADE
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2025 THEMES & SCHEDULE

#1

Spring

– **issued in March on week 10**

Reserve ads by: 10.1.2025

Advertisement material deadline: 23.1.2025

#2

Summer

The beauty in numbers!

– **issued in June on week 24**

Reserve ads by: 15.4.2025

Advertisement material deadline: 24.4.2025

The fair issue!

#3

Autumn

– **issued in October on week 40**

Reserve ads by: 19.8.2025

Advertisement material deadline: 25.8.2025

#4

Winter

– **issued in December on week 50**

Reserve ads by: 21.10.2025

Advertisement material deadline: 5.11.2025

*Christmas is
coming!*



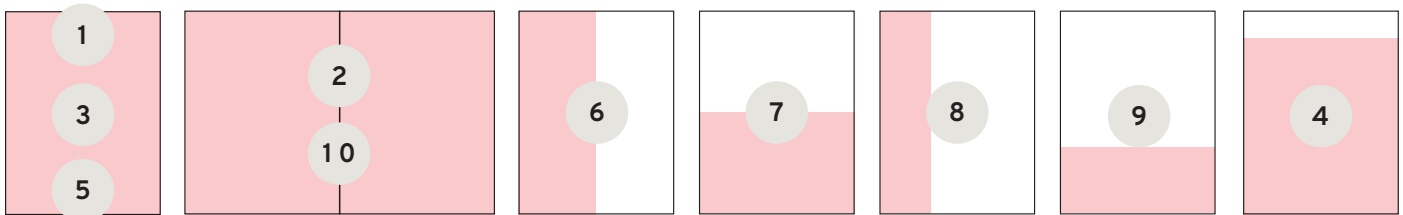
Available advertisement sizes, pricing and technical requirements available on the next page.

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Advertorials also available!

PREMIUM PLACING, INCL. DIGITAL VISIBILITY*			
1	first opening (2nd page)	210 mm x 275 mm	2404 €
2	2/1 pages / spread	420 mm x 275 mm	3313 €
3	last opening	210 mm x 275 mm	2280 €
4	back cover	210 mm x 235 mm	3199 €
OTHER ADVERTISEMENT PLACING			
5	1/1 page	210 mm x 275 mm	2175 €
6	1/2 page vertical	105 mm x 275 mm	1395 €
7	1/2 page horizontal	210 mm x 137,5 mm	1395 €
8	1/3 page vertical	70 mm x 275 mm	1076 €
9	1/3 page horizontal	210 mm x 91,6 mm	1076 €
10	advertorial <i>Only limited amount, check the availability!</i>	420 mm x 275 mm	4210 €

Advertisement prices exclude VAT (0%), a VAT of 25,5% will be added to the final price.



*PREMIUM PLACING INCL. DIGITAL VISIBILITY

The price includes an Instagram Story on the account of the Association of Finnish Beauty Therapists (@suomen_kosmetologien_yhdistys). This will reach SKY's followers and will also appear on the association's Facebook feed, increasing the visibility on both channels.

Material requirements:

Image or video, size 1080 × 1920 px, file format png, jpg, mp4 or mov
Text max. 150 characters (including brand tags and a link, if applicable).
Maximum length of the video: 1 minute.

Please submit your material on time:

Send the finished material no later than the deadline for submission of the advertisement material. The material will be published the week or the week following the publication of the magazine.

Reporting:

We will report the visibility figures (e.g. views and audience reached) of the publication after publication.

Note!

TECHNICAL REQUIREMENTS OF THE PRINTED MATERIAL

Print qualified digital PDF only

Bleed 3 mm + crop and bleed marks must be included

Color profile used: ISOcoated_v2_eci.ICC

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SCHEDULE TO BOOK ADVERTORIALS

#1 Spring issue
Booking deadline:
16.12.2024

#2 Summer issue
Booking deadline:
20.3.2025

#3 Autumn issue
Booking deadline:
4.6.2025

#4 Winter issue
Booking deadline:
22.9.2025

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 public website of SKY, in News section
- Facebook post in the SKY-kosmetologit professional group
- Instagram and Facebook Story visibility

APPENDIX OR BROCHURE

- Possibility to buy a separate appendix or brochure in between the magazine. The price is agreed separately.
- A separate appendix or brochure is booked according to the booking date of the announcements.
- The magazine reserves the right to decide on the number of appendices.

CANCELLATION TERMS

- Cancellations must be made in writing.
- Cancellations must be made no later than the date of reservation the announcements for the number in question.
- For later cancellations, the full price of the announcement will be charged.

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 25,5% / 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.