

LASIN MAAILMA

MEDIA KIT 2018 | PROFESSIONAL MAGAZINE IN THE FIELD OF GLASS AND METAL INDUSTRY | WWW.TASOLASIYHDISTYS.FI

Lasin Maailma i.e. World of Glass is a professional magazine in the fields of glass industry, glass processing, building construction and technical facility management. Lasin Maailma is published four times a year and distributed to architects, structural designers and building contractors. Our readers also consist of members of Suomen Tasolasiyhdistys, Suomen Metallirakenne Yhdistys, Suomen Lasitus- ja Hiomoliitto and a great many glass sector companies that are not members of these associations.

Ad products' sizes and rates

(VAT 0%)



2/1 392 x 270 mm
spread (420 x 297 + 3 mm*)
4-color 3 495 €



1/1 185 x 270 mm
page (210 x 297 + 3 mm*)
4-color 2 250 €



1/2 landscape 185 x 134 mm
page portrait 90 x 270 mm
4-color 1 250 €



1/4 landscape 185 x 65 mm
page portrait 90 x 134 mm
4-color 700 €

* 3 mm bleeds with crop marks are to be used on 2/1 spread and 1/1 full page sizes.

Inserts A5–A6 á 0,43 €, A4 á 0,55 €
and A3 á 0,63 €.

Cover ads: Back cover 2 500 €, Front cover interior 2 350 €, Back cover interior 2 300 €.

Material delivery

E-mail: mari.pironen@ilmoitusvalmistus.fi

Material Requirements

Offset-press quality PDF (CMYK colors, fonts embedded or as curves). Minimum resolution is 300 ppi.

Responsibility for the ads

Client is responsible for

- delivering the material on the schedule
- delivering the correct material
- the correspondence between the proof and the material
- administering the copyrights and legal issues of the material

Modifications of the material and any additional cost caused by delayed delivery will be charged accordingly. Lasin Maailma -magazine owns the material it has manufactured.

Lasin Maailma -magazine has the right to choose which material to publish or not to publish. Client is responsible for not violating any copyright laws and that the ad is made according to Finnish laws and regulations.

Cancellation terms

- Advertisements may be cancelled without a cancellation fee prior the ad reservation day. Cancellations shall be addressed to the ad sales contact person.
- If the cancellation is made after the ad reservation day, the cancellation fee will amount to 40% of the price of the advertisement.
- If the cancellation is made after the PDF material day, the cancellation fee will amount to 100% of the price of the advertisement.

Reclamations

Possible reclamations are to be made in writing within 7 days after release date. Publisher's responsibility is limited to not more than the price of the advertisement. Other issues not mentioned here will be dealt according to the general rules of the graphic industry.

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PRODUCTION SPECS

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Bleeds 3 mm

Printing method Offset

Binding method Perfect bound

Width of columns 42,5, 58 and 90 mm

Printer PunaMusta Oy, Kosti Aaltosen tie 9, 80140 Joensuu

Schedule 2018

No.	Ad reservation	PDF material	Publication date
1	9.2.	16.2.	9.3.
2	3.5.	9.5.	31.5.
3	3.9.	10.9.	28.9.
4.	7.11.	14.11.	5.12.