

# Mennään naimisiin!

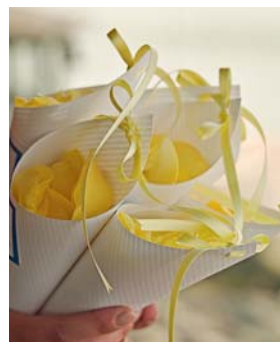


## FINLAND'S BEST SELLING WEDDING MAGAZINE

Source: Lehtipiste 2009



## MEDIA INFORMATION 2010





# TWO ANNUAL MENNÄÄN NAIMISIIN! ISSUES COVER ALL THE DETAILS OF WEDDINGS



1

**SPRING ISSUE**

comes out just before  
the Mennään naimisiin! Wedding Fair

The first issue of the year will be for sale in the newsstands right on time before the Finland's premiere wedding event for consumers, the Mennään naimisiin! Wedding Fair in Wanh Satama by the Helsinki seaside.

The magazine and the wedding fair make a perfect couple. During the fair the spring issue will be for sale with a special discount. Around 10.000 annual visitors of the fair make a best possible target group for any company having something to offer for the people planning their weddings.

The essential ingredient of this issue is the wonderful wedding fashion, covered by the top fashion experts and photographers. In addition, the voluminous spring issue will be loaded with valuable information about organizing weddings. It is the ultimate sourcebook for every summer bride and groom.



2

**SUMMER ISSUE**

– the wedding celebration continues

The Mennään naimisiin! summer issue comes out by the time the arrangements for summer weddings really get started in the springtime.

This issue offers information about every possible aspect and detail of weddings for readers searching useful ideas and stylish solutions.

At this moment you as an advertiser still have an excellent chance to influence the decisions about dressing and fashion, beauty, jewelry, honeymoons, wedding locations, caterings or entertainment.



*There is no better media, if you really  
want to reach wedding couples.*

Mika Tarkkanen, Kultaseppämestari Tarkkanen Oy





## SHARE THE SUCCESS OF THE FINLAND'S **BEST SELLING** **WEDDING MAGAZINE!**

The sales figures of Lehtipiste speak for themselves: Mennään naimisiin! is Finland's wedding magazine bestseller, so it offers the very best promotion arena for your products and services.

The high-class visual appearance guarantees that Mennään naimisiin! stands out in every single newsstand.

The secret of our success is based on deluxe size, contemporary contents with true substance and our own editors' innovative and inspiring articles fulfilling the needs of the readers. Stories made by Finland's top general, food and fashion editors gather an enthusiastic readership with also a high interest for your advertising.

*It is a pleasure to present  
our products in such a  
gorgeous magazine.*

*Eila Pirhonen-Kurki, Villeroy&Boch*



### Advertise in the magazine, be seen in the web pages – without additional cost!

Mennään naimisiin! magazine publishes contact information of the advertisers without additional charge in the web pages of the magazine, [www.mennaannaimisiin.fi](http://www.mennaannaimisiin.fi)

The contact information is shown in the web pages from the on-sale date of one issue till the on-sale date of the next issue. If a company wants to present its contact information in the web pages only, the charge per year is 85 euros + VAT.

### Only Mennään naimisiin! magazine offers two strong sales channels

1. Mennään naimisiin! is for sale in R-kiosks and Lehtipiste newsstands all over Finland.
2. It is the only wedding magazine in the Mennään naimisiin! Wedding Fair, which is the largest wedding event with longest tradition in Finland. Every year the lovely Wanha Satama halls are crowded by 10.000 people with weddings to be arranged, and large amount them buys the magazine. And not only latest issue – also the back catalogue not available elsewhere sells extremely well.



*We have advertised in Mennään naimisiin! magazine as long as  
it has been published and by no means are going to give that up.*

*Minna Toikka, Seremonia Oy*



# Mennään naimisiin!

## MEDIA INFORMATION 2010

### ADVERTISEMENT SIZES AND RATES

size	width x height	4-colour	b/w
2/1	500 x 340 mm	5.400	3.700
1/1	250 x 340 mm	2.850	1.950
1/2	125 x 340 mm (vertical)	1.800	1.400
1/2	250 x 160 (horizontal)	1.800	1.400
1/4	115 x 150 mm	1.350	1.000
Back cover		3.150	
Inside cover		2.950	

The margins are included in the advertisement sizes except in 1/4 page advertisement. For texts and logos allow at least 10 mm and for frames 5 mm from cutting line. Add 3 mm trimming edge to advertisements.

### ADVERTISEMENT SIZES AND RATES IN SERVICE DIRECTORY

width x height	4-colour	b/w
40 x 25 mm	140	110
40 x 60 mm	220	180
40 x 130 mm	330	300
90 x 60 mm	330	300
140 x 60 mm	440	410
140 x 130 mm	770	720
190 x 130 mm	920	870

Advertisements in the service directory will be placed classified to the last pages of the magazine. One picture and scanning of one logo plus layout of a text according to the customer's script are included in the advertising rates. The charge of additional pictures and logos is 25 euros each. VAT 22% will be added to the rates.

### EDITORIAL CALENDAR 2010

<b>Issue No 1</b> <b>Spring 2010</b>	On-Sale Date Material Closing Date Space Closing Date	5.1.2010 13.11.2009 6.11.2009
<b>Issue No 2</b> <b>Summer 2010</b>	On-Sale Date Material Closing Date Space Closing Date	12.3.2010 5.2.2010 29.1.2010

### ADVERTISING DISCOUNTS

**Media Agency Discount.** 15% discount to recognized media agencies.

**Successive Advertising Discount.** When the advertisement is published in both issues of the year, the first advertisement has normal rate and the second one has 30% discount.

### SERVICE DIRECTORY DISCOUNTS

**Successive Advertising Discount.** The rate of an advertisement published in both issues of the year will be charged according to the normal rate in the first issue and 20% discount will be given to the successive advertisement in the second issue.

### TECHNICAL INFORMATION

<b>Size</b>	250 x 340 mm
<b>Circulation</b>	25.000
<b>Printed by</b>	Libris Oy, Kontulantie 12 00940 Helsinki tel. +358 9 478 330 fax +358 9 4783 3333
<b>Production coordinator</b>	Jarmo Niemi, tel. +358 9 4783 3323 Ann-Maj Ullner, tel. +358 9 4783 3359 naimisiin@libris.fi

### MECHANICAL REQUIREMENTS

#### Digital Specifications

#### File Formats

PDF (recommendable), QuarkXpress, Pagemaker, Illustrator, InDesign, Freehand, Photoshop, CorelDraw

Add typefaces to the material. Texts should be converted to paths, if possible. Images and graphics as high resolution (300 dpi) CMYK-images.

Additional information: Jarmo Niemi, tel. +358 9 4783 3323 or naimisiin@libris.fi

### DELIVERY OF MATERIAL

Libris Oy / Jarmo Niemi, Ann-Maj Ullner  
tel. +358 9 4783 330  
Kontulantie 12, 00940 Helsinki

#### File transfer

**e-mail:** naimisiin@libris.fi

**FTP:** ask for instructions in e-mail, address: naimisiin@libris.fi  
or Jarmo Niemi, tel. +358 9 4783 3323

#### Disc

CD-ROM or DVD

#### Proof

The proof of the final version must always be delivered. Always include your contact information to a proof or to a file transferred material.

### CANCELLATION OF ADVERTISING ORDER

Cancellation must be done in writing latest 10 days before the material closing date.

Any complaint concerning the production of an advertisement must be lodged within 14 days of publication date. The Magazine's maximum liability shall be limited to the amount of the payment made for the advertisement.

### TERMS OF PAYMENT

The payment of the advertisement must be made within 14 days netto of the date of the invoice. Invoice will be sent approximately two weeks before the publication date of the issue. The interest of late payment is 10%.

### PUBLISHER OF MAGAZINE AND SALES OF ADVERTISING

**Malisilla Oy**  
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liisa.silla@malisilla.fi  
tel. +358 9 887 0840, fax +358 9 8870 8466