

PUBLISHING SCHEDULE 2010

No	Booking	Material	Published	
1	31.12.	09.01.	16.02.	
2	25.02.	03.03.	09.04.	
3	14.03.	24.03.	14.05.	(KORU&KELLO)
4	10.06.	19.06.	18.08.	
5	25.08.	06.09.	07.10.	(KORU&KELLO)
6	23.10.	30.10.	02.12.	

ADVERTISING SIZES AND RATES (€)

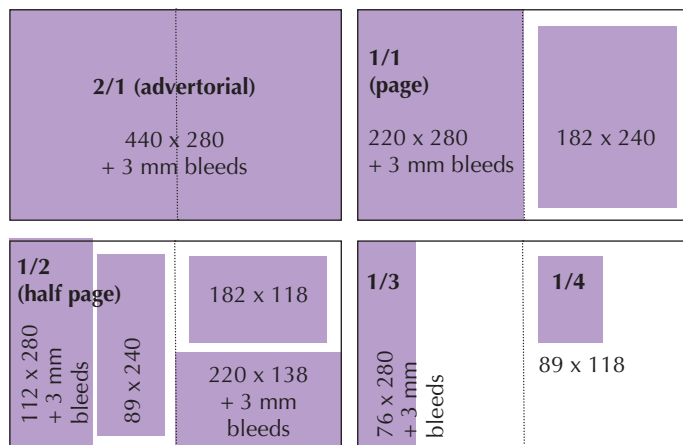
		Kello & Kulta	KORU&KELLO
2/1	440 x 280	2.200,-	4.400,-
1/1	220 x 280 or 182 x 240	1.320,-	2.640,-
1/2 vert.	112 x 280 or 89 x 240	880,-	1.760,-
1/2 horiz.	220 x 138 or 182 x 118	880,-	1.760,-
1/3	76 x 280	748,-	1.496,-
1/4	89 x 118	660,-	1.320,-
1/8	89 x 58	220,-	-
1/16	89 x 28	60,-	-

Special positions

Back cover 1/1 (size 220 x 255 mm)	1.760,-	3.520,-
2. and 3. cover 1/1	1.430,-	2.860,-

Discounts: Ask for volume discounts.

The current value added tax will be added to the prices.



NOTE! Size = width x height (mm)

To ads with marginals (2/1, 1/1, 1/2) must be added at least 3 mm bleed for each edge.

Print and circulation

Kello & Kulta 1 500 pieces • Koru & Kello 30 000 pieces

Delivery

Both magazines will be delivered to the members of The Finnish Watchmaker Association and The Finnish Goldsmith Association as well as to the subscribers of the magazine. Koru & Kello is a magazine for consumers and will be delivered also at the fairs of Wedding & Love, Beauty & Health and Fashion.

Technical data

Page size: 220 x 280 mm • Printing process: offset
Screen ruling: 60/48 • Bindery: stitching (Kello & Kulta), adhesive binding (Koru & Kello)

Publishers

The Finnish Watchmaker Association
Opinkuja 2, 02100 Espoo, Finland
Phone +358 9 4520 560, fax +358 9 4520 5656
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The Finnish Goldsmith Association
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Editor-in-Chief

Tiina Väkeväinen, tiina.vakevainen@kelloseppaliitto.fi

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Printing house Forssan Kirjapaino Oy, Esko Aaltosenkatu 2, 30100 Forssa, Finland

Subscription rate 69 € / year.

Subscriptions abroad: postal fee will be added (2,50 € / issue).
Subscription rate of Koru & Kello is 13,80 € / year.

ADVERTISEMENT SALES

Suomen Kello & Kulta Oy, Opinkuja 2, 02100 Espoo, Finland
Pertti Lappalainen +358 40 5555 660,
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Alf Larsson +358 40 7751 085,
alf.larsson@suomenkultaseppienliitto.fi
Fax +358 9 4520 5656

Orders in writing have to be sent until the booking date.

Material requirements

The material should be sent in one PDF-file, which includes all elements belonging to the advertisement (pictures, graphics, fonts). Note! Pictures in CMYK-format and resolution 300 dpi.

Material transfer Please send the ad material by e-mail to:
kelloseppa@kelloseppaliitto.fi

LIABILITY FOR MISTAKES: The magazine has the right not to publish the advertisement. The client is responsible for ensuring that the material submitted for publication does not infringe the copyright of others and does not contain material which would violate legislation regulating communication or publishing, or other regulations on marketing issued concerning advertising and good practice.

CANCELLATIONS: Cancellations have to be submitted in writing no later than the booking date. The publisher charges the whole advertising price, if the cancellation is not made in due time.

CLAIMS: Claims must be lodged in writing within 14 days of an advertisement appearing or of the intended publication date. The journal's liability for mistakes or for the absence of an advertisement is limited to the price of the advertisement.