

Made with feeling, skill, knowledge and style.



PUBLICATIONS AND THEMES 2017

ISSUE	AD RESERVATIONS	AD MATERIAL	PUBLISHED	THEMES
1	9.1.	16.1.	1.2.	Men's hair fashion.
2-3	20.2.	27.2.	15.3.	Official hair fashion for spring and summer
4	3.4.	10.4.	26.4.	BIG 30-YEAR ANNIVERSARY ISSUE
5	22.5.	29.5.	14.6.	Wedding hairstyles
6	17.7.	24.7.	9.8.	Students' issue. Preparty for fall fashion.
7	28.8.	4.9.	20.9.	Trainer's favorites. Official hair fashion for autumn.
8-9	16.10.	23.10.	8.11.	Christmas products.
10	20.11.	27.11.	13.12.	Finnish trends 2018. Best products of the Year.



PLEASE NOTE: EDITORIAL MATERIAL MUST BE SUBMITTED BY THIS DATE!

BINDING: glued back. **PRINT:** offset. **PRINT RANGE:** A4/ 210 x 297 mm.

PLACE OF PRINTING: Printall AS, Tallinna. **CIRCULATION:** 9000 units (minimum).

DIGITAL ADVERTISEMENTS: aineisto@pinni.fi. **PUBLISHER:** Lareas Oy, Lauttasaarentie 20-22 F 86, 00200 Helsinki. Tel. 09- 6129 280. Email: pinni@pinni.fi. Website: www.pinni.fi

EXECUTIVE EDITOR: Rainer Nyman. 30th volume in 2017.

PINNI is stylish magazine, that have been published for 30 years. It is the only hair and beauty sector trade journal in Finland that is available by subscription. Pinni is an esteemed voice in its field and reaches over 90% of all Finnish hairdressers and barbers. Also the majority of hair salon clients read Pinni, multi-plying its readership.

Pinni is a high-standard four-colour magazine printed on high-quality paper and each issue comprises at least 132 pages. The magazine is published eight times a year. Pinni is widely regarded as a valuable source of information with ample information on sector-related matters. Latest trends, events, trade-shows, courses and training events of the field form the core of its content.

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AD PRICES AND TECHNICAL DATA

	DIMENSIONS	FOUR-COLOR
2/1	420 x 297 + 3 mm trimming edge	6.580 €
1/1	210 x 297 + 3 mm trimming edge	3.295 €
1/2	horizontal 210 x 148, vertical 105 x 297	1.780 €
1/3	horizontal 210 x 90, vertical 70 x 297	1.365 €
1/4	horizontal 210 x 70, vertical 52 x 297, "postcard" 105 x 148	995 €
1/1	back page 210 x 297	4.075 €
VAT		+ 24 %

DESTINATION SURCHARGE + 15 %

ADVERTISER PLEASE NOTE! All ads must contain trimming marks and 3 mm of trimming edge. Spread-sized ads must be provided as two separate A4-sized pages. Smaller than full-page ads must have fonts converted to paths.