



PUBLICATIONS AND THEMES 2018

ISSUE	AD RESERVATIONS	AD MATERIAL	PUBLISHED	THEMES
1	8.1.	15.1.	31.1.	MEN'S HAIR FASHION.
2-3	19.2.	26.2.	14.3.	OFFICIAL HAIR FASHION FOR SPRING AND SUMMER
4	2.4.	9.4.	25.4.	TRAINERS FAVORITES
5	21.5.	28.5.	13.6.	SUMMER NUMBER
6	16.7.	23.7.	8.8.	STUDENT'S ISSUE. PREPARTY FOR FALL FASHION.
7	27.8.	3.9.	19.9.	OFFICIAL HAIR FASHION FOR AUTUMN.
8-9	8.10.	15.10.	31.10.	CHRISTMAS PRODUCTS.
10	19.11.	26.11.	13.12.	TRENDS 19. BEST PRODUCTS OF THE YEAR.



PINNI is stylish magazine, that have been published for 31 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 106 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, tradeshow, courses and training events of the field form the core of its content.

www.pinni.fi

AD PRICES AND TECHNICAL DATA

DIMENSIONS		
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.

Binding: glued back. **Print:** offset.
Print range: A4/ 210 x 297 mm.
Place of printing: Printall AS, Tallin. **Circulation:** 8500 units (minimum).
Digital advertisements: aineisto@pinni.fi.
Publisher: Lareas Oy, Lauttasaarentie 20-22 F 86, 00200 Helsinki. Puh. 09- 6129 280.
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MEDIACARDS, READER SURVEY, PRICE INFORMATION AND OTHER ENQUIRIES: PINNI-LEHTI/LAREAS OY, TEL. 09-61 29 280.

