



*The one and only  
trade journal in  
hair and beauty  
sector in Finland.*



PINNI-LEHTI



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ISSUE	AD-RESERVATIONS	AD MATERIAL	PUBLISHED	THEMES
1	7.1.	14.1.	31.1.	PREPARTY FOR SPRING FASHION. BARBERS.
2-3	18.2.	25.2.	14.3.	OFFICIAL HAIR FASHION FOR SPRING AND SUMMER.
4	8.4.	15.4.	2.5.	PINNI 32 YEAR BIRTHDAY ISSUE. PREPARTY FOR PINNI NORDIC HAIR STAR.
5	20.5.	27.5.	13.6.	BEST PRODUCTS OF THE YEAR. PINNI NORDIC HAIR STAR REPORT.
6	15.7.	22.7.	8.8.	STUDENT ISSUE. PREPARTY FOR FALL FASHION.
7	26.8.	2.9.	19.9.	OFFICIAL HAIR FASHION FOR AUTUMN AND WINTER. INSTRUCTORS'S FAVORITES.
8-9	7.10.	14.10.	31.10.	CHRISTMAS PRODUCTS. SHOW REPORTS.
10	18.11.	25.11.	12.12.	TRENDS 2020.



**PINNI** is a stylish magazine, which in 2019 has been published for 32 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, multiplying the number of its readers compared to the subscribers.

Pinni is a high-standard four-colour magazine printed on high-quality paper, and each issue comprises at least 108 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, trades shows, courses and training events of the field form the core of its content.

**PINNI**

**Binding:** glued back. **Print:** offset. **Print range:** A4/ 210 x 297 mm. **Place of printing:** Printall AS, Tallin. **Distribution:** 8500 units (minimum). **Digital advertisements:** aineisto@pinni.fi. **Publisher:** Lareas Oy, Lauttasaarentie 20-22 F 86, 00200 Helsinki. Tel. 358-9- 6129 280. **CEO:** Jukka Perkonsalo. **Email:** pinni@pinni.fi. **Website:** www.pinni.fi. **Facebook:** PINNI-LEHTI **Instagram:** @PINNILEHTI. **Editor-in-Chief:** Rainer Nyman. 32nd volume in 2019.

PRINT. 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

Prices in Euros. VAT + 24 %. Destination surcharge + 15 %

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

PINNI.FI ADVERTISING PRICES
<ul style="list-style-type: none"> <li>■ Top banner 596 /month. ■ Box banners 216 /months.</li> <li>■ Novelties 116 /month. ■ Video to the article 196 /month.</li> <li>■ Video on front page 246 /month* ■ Courses 116 /month.</li> <li>■ Article front-page ad 286 / 2 weeks** ■ Products of Verkkokaupat page. First 50 /pcs/month. Next 20 /pcs/month - Hair dryers, Styling products, Hair extensions, Hair colors, Skin care, Furniture, Cash register and Booking systems, Make-up and nails, Barber supplies, Permanent materials and accessories, Wigs, Washing and care, Rods, Lashes and eyebrows, Scissors and sharpening, Trimmers and clippers, Work clothes.</li> <li>■ Pop-Up on front page 465 /week. ■ Pop-Up articles on page 419 /week. ■ Advertorial - contact us. ■ Brands 695/month*** (*includes text, pictures and one video.)</li> </ul>
<p>Prices in Euros. VAT + 24 %.</p> <p>Ads are always sold for 4 months at a time. Invoicing once a month. The material can be replaced once a month free of charge.</p> <p>* valid for 1 month. ** valid for 2 weeks. *** Half a year indefinite order, material replaceable once a month.</p>

