

# Ayrshire-lehti



## MEDIA KIT 2018

The Ayrshire-magazine tells about Ayrshire-cows and their owners and about everything what is going on around the cow.

### PUBLISHER

Suomen Ayrshirekasvattajat -  
Finnish Ayrshire Breeders ry

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### ADVERTISING-SALES

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### MECHANICAL REQUIREMENTS

|                 |                         |
|-----------------|-------------------------|
| Magazine size   | A4                      |
| Circulation     | 1 000 pcs               |
| Printing method | offset, 4-colour (cmyk) |
| Binding method  | stitched                |
| Trim            | 4 x 43 mm               |

The final artwork should be stored as PDF (Portable Document Format), EPS (Encapsulated Post Script) or TIFF (Tagged Image File Format) formats. Fonts should be converted into paths and the information of fonts used should be included. Graphics must be stored as CMYK images and resolution must be 300 dpi.

Images to articles should be delivered electronically (preferably as unprocessed) or as original paper versions which will be scanned. Articles should be delivered electronically (as word, txt or rtf-formats).

PC-programs in use: CorelDraw 14, Adobe InDesign CS5, Adobe Photo Shop CS5, Acrobat 9, FreeHand 10, Microsoft Word, Excel, PowerPoint.

### All materials should be sent to:

SeT-Print, Teija Seppälä  
Mäensivuntie 69, 61800 Kauhajoki, Finland  
tel. +358 (0)40 529 4658  
email: teija.seppala@set-print.fi  
www.set-print.fi

### DEADLINES

| Issue  | Latest date to submit AD | Issue out |
|--------|--------------------------|-----------|
| 1/2018 | 15.3.                    | 18.4.     |
| 2/2018 | 15.9.                    | 16.10.    |

### ADVERTISING SIZES (in millimeters)

|     |              |
|-----|--------------|
| 1/1 | 185 x 265 mm |
| 1/2 | 185 x 130 mm |
| 1/4 | 90 x 130 mm  |
| 1/8 | 90 x 60 mm   |

### ADVERTISING RATES (4-colour)

|     | Non-member | Member |
|-----|------------|--------|
| 1/1 | 465 €      | 140 €  |
| 1/2 | 310 €      | 95 €   |
| 1/4 | 220 €      | 65 €   |
| 1/8 | 120 €      | 35 €   |

All prices are in Euros. VAT (Value Added Tax) (24 %) not included.

Cancellations must be received at the latest on deadline date.