



## MEDIA KIT 2026

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

### PUBLISHER

Suomen Ayrshirekasvattajat –  
Finnish AyrshireBreeders ry

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### MECHANICAL REQUIREMENTS

Magazine size	A4
Circulation	400 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  
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### DEADLINES

Issue	Latest date to submit AD	Issue out
1/2025	Week 11	Week 16
2/2025	Week 37	Week 42

### 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)

Size	Non-member	Member
1/1	480 €	150 €
1/2	320 €	100 €
1/4	225 €	70 €
1/8	125 €	40 €

All prices are in Euros. VAT (Value Added Tax) (25,5 %) not included.

Cancellations must be received at the latest on deadline date.