

# Forbes

Suomi

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## PRICE LIST 2017



LIVE MARCH 2017

Forbes is the most influential business media brand in the world. It was founded in 1917 by American journalist B.C. Forbes. The brand is about entrepreneurship, leadership, investment, technology and powerful storytelling of success. Today Forbes reaches more than 75 million people worldwide with its business message each month, thorough magazines in US and 37 local editions around the globe, Forbes.com, TV, conferences, social and mobile platforms. In March 2017 SK Media Finland Oy, exclusive Forbes li-

cense partner in Finland, will launch Forbes Suomi in Finnish language. The launch circulation will be 70,000 copies. Our mission is to become a national evangelist of entrepreneurship and change.

The content of Forbes Finland will consist of 60% Finnish business news, commentary and features, and 40% editorial from Forbes magazines from around the world.

In addition to the magazine, Forbes will be organizing high-profile conferences and launch online portal in Finland.

Valid from 23.1.2017

### Key facts: Forbes Finland

- ▶ First issue: **March 2017**
- ▶ Size: **205 x 265 mm**
- ▶ Number of pages: **128**
- ▶ Language: **Finnish**
- ▶ Retail price: **6.90 €**
- ▶ Circulation: **70,000**
- ▶ Published: **monthly**

## All prices are given in EUR excluding VAT

|                                    |        |
|------------------------------------|--------|
| INSIDE PAGE (FIRST 10 PAGES)       | 12,900 |
| INSIDE PAGE                        | 9,900  |
| 4 <sup>TH</sup> COVER (BACK COVER) | 19,900 |
| 3 <sup>TH</sup> COVER              | 16,000 |
| 2 <sup>TH</sup> COVER              | 17,500 |
| 2/1 SPREAD WITH SECOND COVER       | 23,900 |
| SPREAD (FIRST 10 PAGES)            | 20,500 |
| SPREAD                             | 17,000 |
| 2/3 OF A PAGE (PORTRAIT)           | 7,000  |
| 1/2 OF A PAGE (LANDSCAPE)          | 6,000  |
| 1/3 OF A PAGE (PORTRAIT)           | 4,500  |

The layout of the magazine is made on IBM PC. Advertisements accepted only electronically – on CD, via e-mail. Please contact our advertising department beforehand. Advertisements must be submitted in EPS (CS2) format in Adobe Illustrator or in Press Quality PDF. Layout should have CMYK color space and 300 dpi resolution for bitmaps. The ink limit: under 300%. Type must be outlined PDF/JPG control file or a colored printout generated from the layout latest version must be attached.

Submit to [layout@forbes.fi](mailto:layout@forbes.fi)

### Discounts

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| 7+ PUBLICATIONS               | -25% |
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| FULL 100% PREPAYMENT DISCOUNT | -10% |
| PREPAYMENT DISCOUNT (1 MONTH) | -5%  |
| +15% FOR SPECIAL PLACEMENT    |      |

\* Group discount is available only if the client takes the same advertising solution in the same month in Forbes Latvia or Estonia.

### Technical specifications

|   |
|---|
| 1 PAGE – 205 MM X 265 MM                      |
| WITH BLEED – 215 MM X 275 MM                  |
| SPREAD – 410 MM X 265 MM                      |
| WITH BLEED – 420 MM X 275 MM                  |
| 1/2 OF A PAGE (LANDSCAPE) – 205 MM X 132,5 MM |
| WITH BLEED – 215 MM X 142,5 MM                |
| 1/3 OF A PAGE (PORTRAIT) – 67,6 MM X 265 MM   |
| WITH BLEED – 77,6 MM X 275 MM                 |
| 2/3 OF A PAGE (PORTRAIT) – 135 MM X 265 MM    |
| WITH BLEED – 145 MM X 275 MM                  |

|               | Print Shedule<br>2017 | The deadline of<br>advertising materials |
|---------------|-----------------------|--|
| April '17     | 28.3                  | 8.3                                      |
| May '17       | 27.4                  | 12.4                                     |
| June '17      | 25.5                  | 10.5                                     |
| July '17      | 21.6                  | 6.6                                      |
| August '17    | 20.7                  | 5.7                                      |
| September '17 | 24.8                  | 9.8                                      |
| October '17   | 5.10                  | 27.9                                     |
| November '17  | 5.11                  | 25.10                                    |
| December '17  | 5.12                  | 25.11                                    |

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