

MEDIAKIT 2011

Established	2003
Average print run	50 000 (summer and winter double issues 70 000)
Readers	110 000
Frequency	10 issues/year
Type	Independent free distribution publication
Language	English
Distribution	About 500 distribution points in the greater Helsinki area, Tampere, Turku, Jyväskylä, Oulu and 17 other towns in Finland
Publisher	Dream Catcher Ltd

SIXDEGREES

Finland's ENGLISH LANGUAGE MAGAZINE

**The Finnish language media does not reach everyone.
That's where SixDegrees comes in.**

SixDegrees is Finland's only free distribution publication in English, aimed at internationally oriented people living in Finland regardless of their nationality. SixDegrees is an independent, tabloid-sized culture and lifestyle publication.

The magazine's average print run is 50 000 copies and according to our readership survey (University of Tampere, 2007), we have 110 000 readers. SixDegrees has around 500 distribution points, more than half of which are situated in the greater Helsinki area. The rest are located primarily in Tampere, Turku, Jyväskylä and Oulu, but SixDegrees is also available in 17 other towns in Finland.

The distribution spots include shopping centres, cafes, bars, restaurants, libraries, cultural centres, museums etc.

PUBLICATION SCHEDULE 2011

Issue	Material booking deadline	Published
1/2011	20.1.	28.1.
2/2011	17.2.	25.2.
3/2011	17.3.	25.3.
4/2011	14.4.	21.4.
5/2011	19.5.	27.5.
6/2011	23.6.	30.6.
7/2011	18.8.	26.8.
8/2011	22.9.	30.9.
9/2011	20.10.	28.10.
10/2011	24.11.	9.12.

Double issues are displayed for two months

The SixDegrees double issues are published on 30 June and 9 December, and are displayed for two months. The summer double issue is displayed during July and August, and reaches tourists effectively. The winter double issue is displayed during December and January, providing excellent advertising exposure for Christmas and the January sales season. The print run for a double issue is bigger and our advertisers reach consumers twice as long, but the advertising rates remain the same!

Advertising banners on our website

The SixDegrees website www.6d.fi is a dynamic forum. We offer advertising space on the website at reasonable rates.

Yearly agreements and frequency discounts

Advertisers who sign up for a one-year agreement are given a considerable frequency discount and a free banner on the SixDegrees website. We can also negotiate a substantial frequency discount for a prominent series of adverts over a shorter period.





Technical information

Magazine size	280 x 400 mm (tabloid)
Printing area	260 x 375 mm
Print method	Offset-rotation
Raster density	100 lines / inch
Resolution	200 dpi
Maximum colors	240 %
Paper	Newspaper
Print house	I-print Oy / Seinäjoki
Advertising material	Via email to: aineisto@6d.fi

Advertisement material requirements

We prefer all material to be delivered in the Adobe Acrobat pdf-format. Other acceptable formats are tiff, jpeg and EPS. Texts should be converted or the font file attached. Only use CMYK colours (not RGB, Duotone, PMS or DCS images). Picture resolution has to be at least 200 dpi.

Reservations

Reservations can be made by phone, email or fax to the Six Degrees editorial office by the deadline for the advertising material. SixDegrees confirms every reservation by email or fax, which the advertiser needs to reconfirm within seven days of the reservation.

Cancellations

Cancellations must be made by email or fax at least one week before the advertising material deadline. If the cancellation is made later, we charge the customer 50 % of the net price of the advertisement. For cancellations that are made after the deadline, we charge 100 % of the net price of the advertisement.


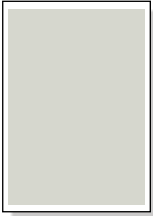
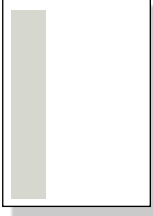
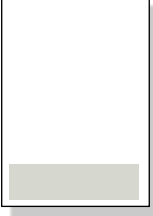
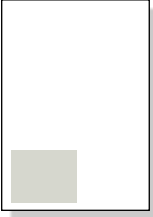
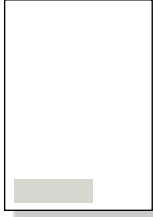
Liability

The advertising material has to be delivered according to our requirements. If there are concerns regarding the appearance of the printed advert, any claim must be made in written form within 14 days of the publication of the magazine. If the advertisement is left out by mistake or there is an error in its publication, the compensation never exceeds the amount paid for the advertisement.

Payment

Payment is due within 10 days of the invoice date. Penalty interest is 13%.

Bank details
 SAMPO 800016-7128877
 Dream Catcher Ltd
 IBAN FI25800016-7128877
 SWIFT PSPBFIHH. Bank name: SAMPO BANK

			
2/2 page €4400 530 mm x 375 mm	Back cover €3700 250 mm x 375 mm	Inside cover €2750 250 mm x 375 mm	
			
1/1 page €2400 250 mm x 375 mm	1/2 page €1430 250 mm x 175 mm	1/2 page €1430 123 mm x 340 mm	1/3 page €1080 250 mm x 120 mm
			
1/3 page €1080 80 mm x 340 mm	1/4 page €745 250 mm x 93 mm	1/4 page €745 123 mm x 175 mm	1/6 page €590 80 mm x 175 mm
			
1/8 page €460 250 mm x 45 mm	1/8 page €460 123 mm x 89 mm	1/16 page €220 123 mm x 45 mm	1/16 page €220 80 mm x 67 mm

Prices are in euros. Value added tax at 23% will be added to the prices. Prices are for print ready material. Additional design and prepress work is charged separately. Other advert sizes are possible by prior arrangement. Adverts are 4 colour/black & white. We maintain the right to make changes to the above information.

