

Häät

CHOOSE THE MOST RELIABLE PARTNER

Haat Magazine opens you a door to the wonderful and romantic world of weddings in Finland. Haat Magazine has been the leading bridal title since 1994. It is published by a private Finnish publishing company Editus and all editors are working in Finland as close to the Finnish consumers as possible. The new stylish look of the magazine was implemented in 2011, and was warmly welcomed by all the readers hence the single copy sales further increased.



Haat Magazine is the best media when you want to reach the Finnish bridal couples. 79 % of our readers* find the magazine useful and 89 % think it is trustworthy. Over 91 % find the advertisements in Haat Magazine interesting and useful. Therefore make sure that also your products are shown in Haat Magazine!



THE GENUINELY FINNISH
WEDDING MAGAZINE

In 2011 a new sister media **Haat.fi** was launched. It helps and inspires wedding couples on the eve of the big day.

Sari Yli-Salomäki
Editor in Chief

New
stylish
look!



* Source
Readership survey of Haat Mag 2010
908 answers

Häät MEDIA INFO

2012

PUBLISHING SCHEDULE 2012

Issue No	Publication Date	Material	Booking	Themes
1	15.02.2012	20.1.2012	18.1.2012	Summer-Autumn 2012 - Summer Weddings
2	24.10.2012	28.9.2012	26.9.2012	Winter-Spring 2013 - Wedding Fashion 2013

ADVERTISING PRICE LIST 2012

	PRICE (EUR)	SIZE (mm)	Please add 3 mm bleed to each side!
Full page 1/1	2900	217x280	
1/2 page V	1950	105x280	
1/2 page H	1950	217x135	
1/3 page V	1600	73x280	
1/3 page H	1600	217x95	
1/4 page	1450	91x125	No bleeds!
Back cover	3350	217x280	
Inside front/back cover	3200	217x280	
Double page spread 2/1	4200	434x280	

The prices do not include VAT (Value Added Tax). Please add 3 mm bleed to each side of the advertisement except in size 1/4 page.

DISCOUNTS

Discount of 1-50 % can be granted when an annual advertising agreement is made. Please do not hesitate to ask for a special offer.

ADVERTISING MATERIAL

PDF Ready-to-print material is Adobe Acrobat PDF file.

Fonts should be converted into graphics or Adobe PostScript typefaces used. TrueType typefaces cannot be used.

Colours CMYK colour space must be used.

Pictures and graphics

Save pictures by using high resolution of 300 dpi and CMYK or grayscale colour space as a EPS, TIFF or JPG document. Save bitmap images by using high resolution of 600 dpi as a TIFF document. Please use LZW compression for TIFF documents or JPEG compression (Maximum quality) for EPS documents, if necessary.

Bleed Please add 3 mm bleed margins to each side of an advertisement except in size 1/4 page.

E-mail e-mail attachments to address: haat@editus.fi



Häät

Established	1993
Edition	25.000 copies
Number of readers	81.900
Single copy sales	Press retail outlets and consumer wedding shows throughout Finland.
Number of pages	ca. 150 pages

Häät.fi PACKAGE

Use your discount of -20 % at Haat.fi

When you advertise in Häät Magazine you will get a discount of -20 % all media prices at **Häät.fi**.

ADVERTISING SALES

Sanna Laaksonen

sanna.laaksonen@editus.fi

Tel. +358 9 2600470 or +358 44 3781154

EDITOR IN CHIEF

Sari Yli-Salomäki

sari.yli-salomaki@editus.fi

Tel. +358 40 5057345

PUBLISHING COMPANY

Editus Oy

Meritullinkatu 11 K
00170 HELSINKI, Finland
Tel. +358 9 2600470
haat@editus.fi
www.haat.fi