

TEATTERI

Media card 2011

PUBLISHER

PUBLISHER: Kustannus Oy Teatteri
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GRAPHIC DESIGNER: Anu Pitkänen

ADVERTISING

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TECHNICAL INFORMATION

BLEED PAGE: 210 x 297 mm (A4)
TYPE AREA: 180 x 262 mm
PRINTING METHOD: offset
TELEPHONE: +358-19-66161
CONTACT PERSON: Anu Pitkänen/Teatteri-lehti
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FURNISHED MATERIALS:
•Files on CD or DVD in Mac format. Text in paths.
By e-mail (in stuffed folders).
•Used softwares: InDesignCS2, FreeHand10, Photoshop
•Print resolution 300dpi

MATERIAL FOR TYPESETTING: on CD or DVD or as print
or by e-mail
GRAPHIC SERVICES: planning or producing ads for
euro 48,-/hour (ask for an offer)

PUBLICATION DATES 2011

ISSUE	PUBLICATION DATE	RESERVATION FOR REPERTORY CALENDAR	AD RESERVATION AND DELIVERY OF MATERIAL BY
1	11.2.	17.12.	17.12.
2	18.3.	1.2.	1.2.
3	26.4.	14.3.	14.3.
4	25.5.	4.4.	4.4.
5	9.9.	5.8.	5.8.
6	14.10.	5.9.	5.9.
7	18.11.	10.10.	10.10.
8	16.12.	7.11.	7.11.

ADVERTISING RATES 2011

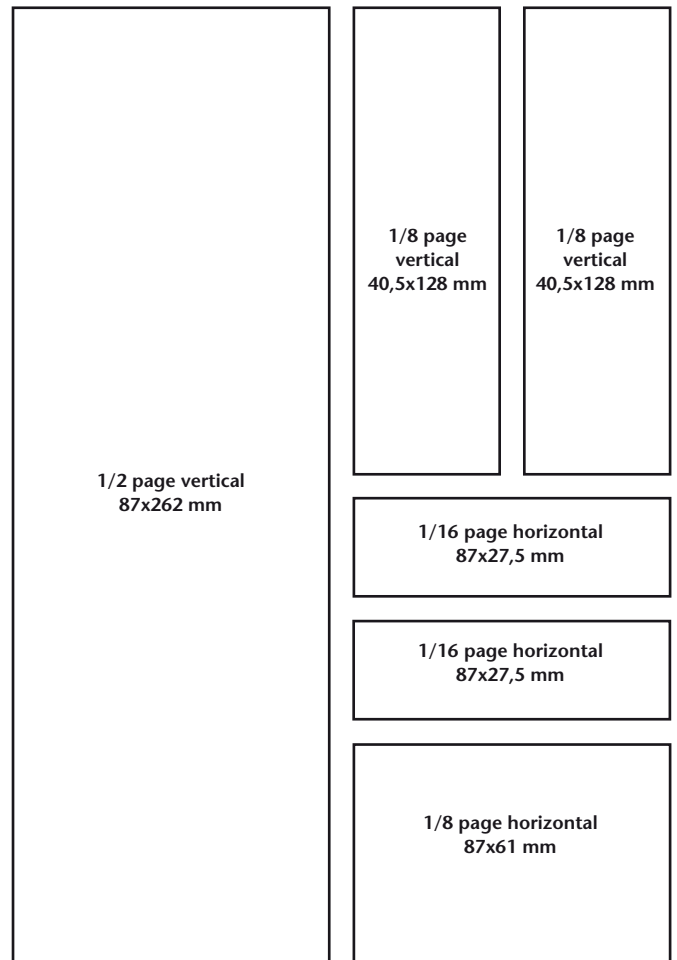
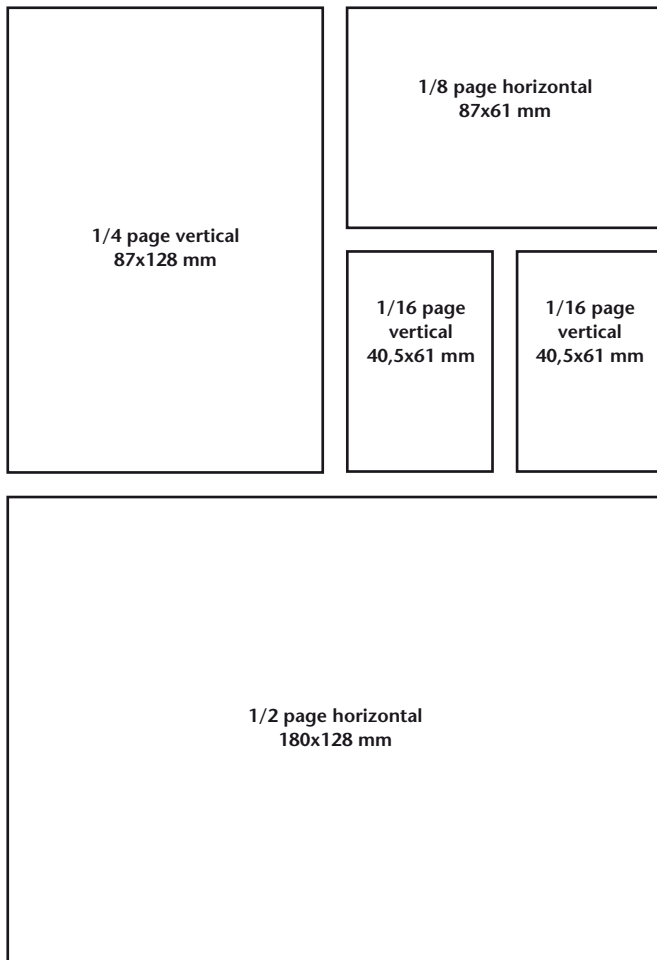
VAT 23 % will be added to the prices.

SIZE	BLACK AND WHITE	4-COLOUR	
1/1 page	790,-	1020,-	
1/2 page	580,-	800,-	
1/4 page	372,-	620,-	
1/8 page	270,-	500,-	
1/16 page	140,-	-	
Back-cover (inside page)	-	1120,-	
Back-cover	-	1220,-	
Classified ads		per column mm	
Repertory calendar		1,90	32 mm
Other titled ads *		5,10	87 mm
*) coloured ads extra		70,-	

DISCOUNTS: Advertising agencies 15 %
Ask for frequency discounts.

PAYMENT

PAYMENT TO: Kustannus Oy Teatteri
BANK: Nordea 208918-26484



ADVERTISING SIZES

1/1 page 180 x 262 mm
 or page 210 x 297 mm + bleed 3mm
 Other sizes see above

COMPLAINTS

In writing within 10 days of the issue publication date.

Cancellations

Without charges if cancelled before the dead line for delivery of print material.

SUBSCRIPTION RATES

	2011
1 year (8 issues)	54,-
Standing order	49,-
Student subscription	38,-
Foreign countries add mailing costs:	20,-

BACKGROUND

Teatteri-lehti is the oldest continuously published cultural magazine in Finland. 2011 is the 66th year of publication. Teatteri-lehti is the only professional and specialized theatre magazine in Finland.

CONTENTS

Teatteri-lehti mainly writes about professional Finnish theatre, but also takes an active interest in other performing arts, as well as international trends. The magazine handles, with all the voices, new trends and backgrounds, performances, theatre-makers, and informs about the most important news in the field. The magazine also deals with financial and administrative subjects, as well as books, magazines and audio-visual productions about theatre.

The editors are assisted by a corps of theatre-makers and drama reporters.

Kustannus Oy Teatteri, the publisher, supports contemporary Finnish drama by publishing once or twice per year an insert with a new Finnish play.

READERS AND SUBSCRIBERS

Theatre staff, theatre amateurs and regular spectators, employees of cultural and art institutions, libraries, schools, art students.