

# LASIN MAAILMA

MEDIA KIT 2023 | PROFESSIONAL MAGAZINE IN THE FIELD OF GLASS AND METAL INDUSTRY

Lasin Maailma (World of Glass) is a magazine for professionals in the fields of glass industry, glass processing, building construction and technical facility management. Lasin Maailma is published four times a year and distributed to architects, structural designers and building contractors. Our readers also consist of members of Suomen Tasolasiyhdistys and Suomen Metallirakenneyhdistys and experts in many other glass sector companies.

## Ad products' sizes and rates (VAT 0%)



2/1 392 x 270 mm  
4-C (420 x 297 + 3 mm\*)  
3 100 €



1/1 185 x 270 mm  
4-C (210 x 297 + 3 mm\*)  
1 600 €



1/2 landscape 185 x 134 mm  
4-C portrait 90 x 270 mm  
900 €



1/4 landscape 185 x 65 mm  
4-C portrait 90 x 134 mm  
600 €

\* 3 mm bleeds with crop marks are to be used on 2/1 spread and 1/1 full page sizes.

Cover ads: Back cover 2 500 €, Front cover interior 2 300 €, Back cover interior 2 300 €.

Payment term 14 day net

## Material delivery

jenni.heikkila@tasolasiyhdistys.fi

## Material Requirements

Offset-press quality PDF (CMYK colors, fonts embedded or as curves). Minimum resolution is 300 ppi.

## Magazine Price (4 issues)

38 € (incl. VAT 10%).

## Responsibility for the ads

Client is responsible for

- delivering the material on the schedule
- delivering the correct material
- the correspondence between the proof and the material
- administering the copyrights and legal issues of the material

Modifications of the material and any additional cost caused by delayed delivery will be charged accordingly. Lasin Maailma - magazine owns the material it has manufactured.

Lasin Maailma -magazine has the right to choose which material to publish or not to publish. Client is responsible for not violating any copyright laws and that the ad is made according to Finnish laws and regulations.

## Cancellation terms

Advertisements may be cancelled without a cancellation fee prior the ad reservation day. Cancellations shall be addressed to the ad sales contact person.

If the cancellation is made after the ad reservation day, the cancellation fee will amount to 40% of the price of the advertisement.

If the cancellation is made after the PDF material day, the cancellation fee will amount to 100% of the price of the advertisement.

## Reclamations

Possible reclamations are to be made in writing within 7 days after release date. Publisher's responsibility is limited to not more than the price of the advertisement. Other issues not mentioned here will be dealt according to the general rules of the graphic industry.

## Production specs

Publication format A4 (210 x 297 mm)  
Bleeds 3 mm  
Printing method Offset  
Binding method Saddle stitching  
Width of columns 42,5, 58 ja 90 mm

## Schedule 2023

No.	Ad reservation	PDF material	Publication
1.	3.2.	10.2.	3.3.
2.	28.4.	5.5.	26.5.
3.	25.8.	1.9.	22.9.
4.	3.11.	10.11.	1.12.



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