



## COMO

### THE ENTERTAINMENT MAGAZINE

#### 10. VOLUME

Number of issues: **10 issues per year**

Circulation: **60 000**

**COMO FOCUSES ON MOVIES**, music, games and hobbies. It provides a preview of upcoming movies and of the latest music and game publications as well as keeps you posted on movie and music celebrity news worldwide. It provides tips for how to spend your free time. Como is an up-to-date, colourful, high-quality publication. It is distributed free of charge, mostly through movie theatres and video rental stores, in nearly 50 cities. The magazine is printed in a very handy TAKE AWAY format.

As an advertiser, through Como you'll reach active urban youths and young adults. Typical Como readers are 15 to 29-year-old men and women who frequently go to the movies, meet their friends and are interested in new products and events. To reach this target group, Como is one of the most effective print publications in Finland.

#### PUBLISHING DATES 2011

NUMBER	PUBLISHED	MATERIAL DEADLINE	NUMBER	PUBLISHED	MATERIAL DEADLINE	NUMBER	PUBLISHED	MATERIAL DEADLINE
#1 (Education)	Feb 4.	Jan 19.	#5	Jul 1.	Jun 15.	#9 (Gadget)	Nov 11.	Oct 26.
#2	Mar 11.	Feb 23.	#6	Aug 19.	Aug 3.	#10	Dec 9.	Nov 23.
#3	Apr 15.	Mar 30.	#7	Sep 16.	Aug 31.			
#4 (Festival)	May 27.	May 11.	#8	Oct 14.	Sep 28.			

#### AD RATES 2011

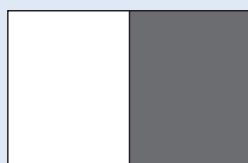
<b>2/1 pages</b>	(380 x 260 mm + bleed 3 mm)	<b>4 700 €</b>	<b>Backcover 1/1</b>	(190 x 230 mm + bleed 3 mm)	<b>4 300 €</b>
<b>1/1 page</b>	(190 x 260 mm + bleed 3 mm)	<b>3 200 €</b>	<b>1. spread 2/1</b>	(380 x 260 mm + bleed 3 mm)	<b>5 300 €</b>
<b>1/2 page</b>	(V 95 x 260 mm, H 190 x 130 mm + bleed 3 mm)	<b>1 950 €</b>	<b>1. Front cover inside 1/1</b>	(190 x 260 mm + bleed 3 mm)	<b>3 550 €</b>
<b>1/3 page</b>	(V 60 x 260 mm, H 190 x 85 mm + bleed 3 mm)	<b>1 400 €</b>	<b>Back cover inside 1/1</b>	(190 x 260 mm + bleed 3 mm)	<b>3 450 €</b>
<b>Ball</b>	(Diameter 100 mm)	<b>2 100 €</b>	<b>Wrap/Extracovers 4ps.</b>		<b>14 200 €</b>

VAT23% will be added | Media agency discount -15 %. Increase +15 % for specific space.

#### AD SIZES



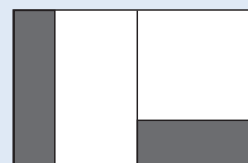
2/1



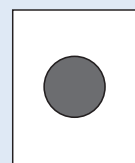
1/1



1/2



1/3



Ball

#### MATERIAL

Colorspace: CMYK  
Picture format: TIFF & EPS  
Document format: Hi-Res PDF  
Pictureresolution: 300dpi  
Printing method: Offset-rotation

#### DELIVERY

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