



INFERNO

THE MAGAZINE SPECIALISED IN HARD ROCK

11. VOLUME

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

Number of readers: **37 000** (KMT F2009 / S2010)

INFERNO PROVIDES HEAVY TOPICS in a quality package, where the experts in the field write about issues without worshipping images. Heavy music is now more popular than ever in Finland. Because of this, Inferno has expanded and continues expanding – it already reaches tens of thousands of hard rock fans and people who are interested in the field.

Readers of Inferno are mainly 18 to 40-year-old music lovers all over Finland. As consumers they like to invest in themselves and music is a lifestyle for most of them. Inferno is available through subscription and purchase all across Finland. Heavy topics, ten times a year.

PUBLISHING DATES 2011

NUMBER	PUBLISHED	MATERIAL DEADLINE	NUMBER	PUBLISHED	MATERIAL DEADLINE	NUMBER	PUBLISHED	MATERIAL DEADLINE
#1	Jan 28.	Jan 12.	#5	May 20.	May 4.	#9	Nov 4.	Oct 19.
#2	Feb 25.	Feb 9.	#6* (Festivals)	Jun 17.	May 31.	#10	Dec 2.	Nov 16.
#3	Mar 25.	Mar 9.	#7	Aug 26.	Aug 10.			
#4	Apr 21.	Apr 5.	#8	Sep 30.	Sep 14.			

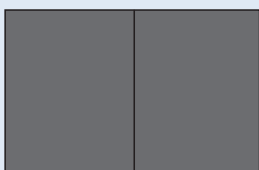
AD RATES 2011

2/1 pages	(420 x 275 mm + bleed 3 mm)	3 000 €	Backcover 1/1	(210 x 245 mm + bleed 3 mm)	2 800 €
1/1 page	(210 x 275 mm + bleed 3 mm)	2 100 €	1. spread 2/1	(420 x 275 mm + bleed 3 mm)	3 300 €
1/2 page	(V 103 x 275 mm, H 210 x 135 mm + bleed 3 mm)	1 450 €	1. Front cover inside 1/1	(210 x 275 mm + bleed 3 mm)	2 400 €
1/4 page	(V 103 x 135 mm, H 210 x 65 mm + bleed 3 mm)	950 €	Back cover inside 1/1	(210 x 275 mm + bleed 3 mm)	2 300 €

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

* Festivals special issue's rates are double! Extra print.

AD SIZES



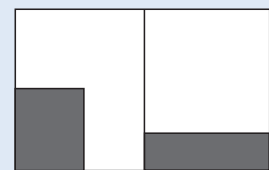
2/1



1/1



1/2



1/4

MATERIAL

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

DELIVERY

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