



## RYTMI

DIVERSE MUSIC MAGAZINE

### 78. VOLUME

Number of issues: **6 issues per year**

Number of readers: **48 000** (KMT 2010)

**RYTMI IS A MASSIVE READING PACKAGE** which covers all the modern popular music events from 1950 to this day, from early rock and roll to hip hop music. It is one of the world's oldest magazines (est. 1934) in the field and serves furthermore as a fresh basic guide to music. This magazine for broad-minded music lovers is published six times a year.

Rytmi reaches adult readers, who have time and interest to read professionally written music articles. Typical readers of Rytmi are above average income and mostly male. Rytmi is aimed at people who want to take an in-depth look into music and other aspects of pop-culture nearby. Rytmi is available through subscription and purchase all across Finland.

### PUBLISHING DATES 2011

NUMBER	PUBLISHED	MATERIAL DEADLINE	NUMBER	PUBLISHED	MATERIAL DEADLINE	NUMBER	PUBLISHED	MATERIAL DEADLINE
#1	Feb 11.	Jan 26.	#3* (Pori Jazz)	Jun 23.	Jun 7.	#5	Oct 21.	Oct 5.
#2	Apr 15.	Mar 30.	#4	Sep 2.	Aug 17.	#6	Dec 9.	Nov 23.

### AD RATES 2011

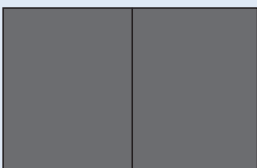
<b>2/1 pages</b>	(420 x 275 mm + bleed 3 mm)	<b>3 600 €</b>
<b>1/1 page</b>	(210 x 275 mm + bleed 3 mm)	<b>2 500 €</b>
<b>1/2 page</b>	(V 103 x 275 mm, H 210 x 135 mm + bleed 3 mm)	<b>1 750 €</b>
<b>1/4 page</b>	(V 103 x 135 mm, H 210 x 65 mm + bleed 3 mm)	<b>1 150 €</b>

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

<b>Backcover 1/1</b>	(210 x 245 mm + bleed 3 mm)	<b>3 300 €</b>
<b>1. spread 2/1</b>	(420 x 275 mm + bleed 3 mm)	<b>3 800 €</b>
<b>1. Front cover inside 1/1</b>	(210 x 275 mm + bleed 3 mm)	<b>3 000 €</b>
<b>Back cover inside 1/1</b>	(210 x 275 mm + bleed 3 mm)	<b>2 700 €</b>

\* Pori Jazz -number's rates are triple! Circulation about 40 000 copies.

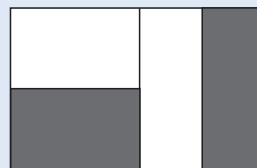
### AD SIZES



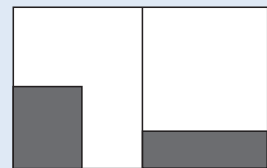
2/1



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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