

Eurometalli

TRADE MAGAZINE FOR THE METAL INDUSTRY **MEDIA CARD 2012**



All equipment and
the magazine online at
www.eurometalli.com



Reach the entire metal industry through one media

Eurometalli targets the entire metal industry, not forgetting industrial maintenance and installation sites. You can use one media to talk to all the different players in the industry simultaneously!

Reader survey:
the number one advertising
media for the metal industry!

(Innolink Research Oy, February 2008)

Print run 30.000
**Finland's biggest in
its category**

Number one advertising media for the metal industry

Advertising sales:

Pirkko-Maria Palsanen tel. +358 400 376 536
pirkko-maria.palsanen@eurometalli.com

Jari Lento tel. +358 400 376 534
jari.lento@eurometalli.com

Timetable 2012

Issue no	1-2	3	4	5-6	7	8	9	10
Material deadline	20.1.	17.2.	16.3.	4.5.	17.8.	21.9.	19.10.	16.11.
Mailing date	3.2.	2.3.	30.3.	18.5.	31.8.	5.10.	2.11.	30.11.

Prices

Format	Price
1/8 page	€ 390
1/4 page	€ 707
1/3 page	€ 979
1/2 page	€ 1.194
1/1 page	€ 1.845
1/2 spread	€ 1.950
Spread	€ 3.290
Front cover	€ 2.507
Back cover	€ 2.003
Column ad/mm	€ 3.50
Advertising agency discount -15 % + VAT 23 %	

Inserts

Insert prices by separate agreement. Inserts can be targeted to specific audiences, sectors or distribution areas.

Advertising agency discount -15 %
+VAT 23%

Technical data

Size	A4, 210 x 297 mm
Printing area	185 x 265 mm
Column width	1 column = 43 mm 2 columns = 90 mm 3 columns = 138 mm 4 columns = 184 mm
Printing method	Heatset rotation
Screen density	48 lines/cm, 4-colour 54-60 lines/cm
Binding	Stapling

Advertisement formats

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size	mm	mm	mm
1/8 page	43 x 130	90 x 65	
1/4 page	43 x 265	90 x 130	185 x 65
1/3 page	185 x 90	90 x 180	
1/2 page	90 x 265	185 x 130	137 x 180
1/1 page	185 x 265	210 x 297	
1/2 spread	390 x 130		
2/1 spread	390 x 265	420 x 297	

Material requirements

Programs: Adobe InDesign (PC)

Colours: We use 4-colour CMYK process colours (cyan, magenta, yellow, black). Define all colours in proportional percentages.

Pictures and logos: Always send on diskette as original file.

Pictures and graphics for ad materials must be defined as CMYK colours and be in TIFF, EPS or JPEG format. Resolution of scanned pictures must be 300 dpi in 1/1.

Fonts: Fonts must be defined, or text must be converted into graphic format. Do not use electronic typefaces or TrueType fonts.

Always supply fonts along with PDF files.

NB! EPS and PDF: We do not make any changes to your supplied files. Should you wish to make corrections or changes in your advertisement, please deliver new materials.

Proof and cover note: Materials delivered in digital format must always be accompanied by an identical paper proof and a cover note defining the programs and fonts used.

File packing: Stuffit, ZIP

Diskettes: ZIP, CD-ROM, 3.5"

E-mail digital materials to: ep@eurometalli.com

Material transfer: <http://aineisto.eurometalli.com>

Other materials: Eurometalli, Tampereentie 484, FI-33880 Lempäälä, Finland

Contacts:

tel. +358 207 579 595

fax +358 207 579 591

Publisher:

Oy FAKTAVISA Ab
Tampereentie 484
FI-33880 Lempäälä, Finland

Telephone +358 207 579 595
Telefax +358 207 579 591

ep@eurometalli.com
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