

media information 2006

mestarit

magazine for the masters and apprentices



MESTARIT MAGAZINE

The Finnish Chefs' Association is a national association found in 1950 with a purpose to increase the expertise of its members. The main goal of the association is to promote the Finnish culinary culture and cooking expertise in Finland and abroad.

The Mestarit magazine is the official magazine of the Finnish Chefs' Association. Its purpose is to function as a tool for our associates by supplying information to the respected guild of chefs. The magazine's target groups are the Finnish chefs, the superiors of restaurant kitchens and companies and institutes in the field.

EDITORIAL

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TECHNICAL INFORMATION

Format

4-color journal
225mm x 300mm
glue bound

Paper

Cover: Galerie Art silk 170g/m²
Inside: Multiart Gloss 130g/m²

Edition

At least 2500 pieces

Printing press

Keuruun Laatupaino

Appearance weeks 2006

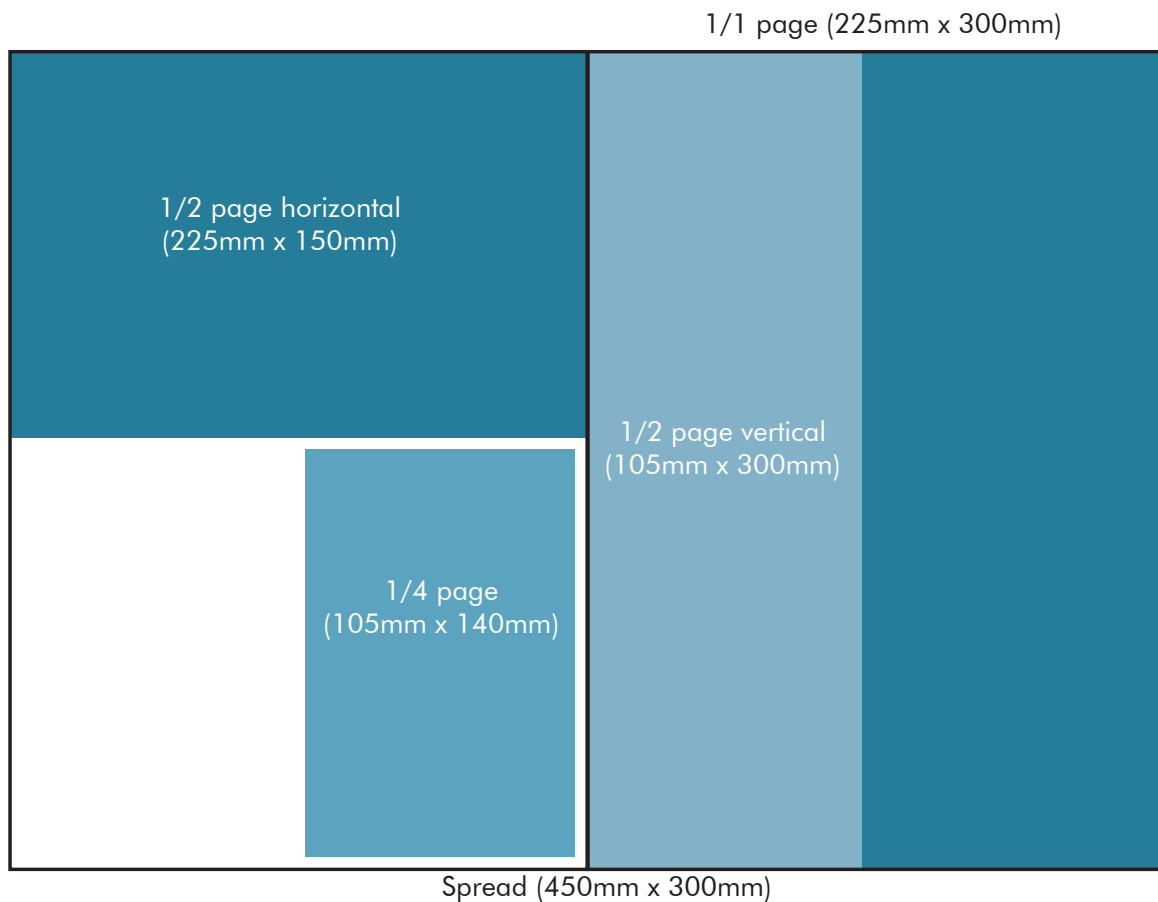
1/06 week 7
2/06 week 22
3/06 week 41
4/06 week 50

Material deadlines

1/06 11.1.
2/06 28.4.
3/06 11.9.
4/06 13.11.

MATERIAL INSTRUCTIONS

- Mac or PC-formats
- Printing ready material in digital format (pdf, tiff, jpg, eps, ai, indd)
- Resolution 300dpi
- CMYK
- Material reproduction 50€/h + VAT (22 %)
- Send material to the address ilmoitukset@chefs.fi



COVERS

VAT (22%) will be added to all prices.

Rear cover	225mm x 300mm (+ 5mm bleeds)	2980 €
Front-inside cover	225mm x 300mm (+ 5mm bleeds)	2580 €
Rear-inside cover	225mm x 300mm (+ 5mm bleeds)	2180 €
p. 4 or 5 next to the editorial	225mm x 300mm (+ 5mm bleeds)	2180 €

PAGES

VAT (22%) will be added to all prices.

Spread	450mm x 300mm (+ 5mm bleeds)	3380 €
1/1 page	225mm x 300mm (+ 5mm bleeds)	1860 €
1/2 page vertical	105mm x 300mm (+ 5mm bleeds)	1180 €
1/2 page horizontal	225mm x 150mm (+ 5mm bleeds)	1180 €
1/4 page	105mm x 140mm	720 €

mestarit

WWW.CHEFS.FI | 7€ | 1/2006 | LEHTI MESTAREILLE JA OPPIPOJILLE



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