

MODIN

The Fashion Trade Magazine in Finland

Member of The Finnish Periodical Publishers' Association

Fashion Commerce in Finland offers visibility channels to ensure you reach the apparel and footwear entrepreneurs, company management, merchants and retail personnel in Finland. Our readers, subscribers and association members are fashion commerce professionals; they represent a variety of fashion product groups and companies of different sizes.

Reach your potential customers via the popular Fashion Commerce in Finland digital channels or our high-quality printed magazine.

Advert sales: Marianne Lohilahti | marianne.lohilahti@netti.fi | p. +358 40 708 6640

**Media
Kit
2019**

**Companies,
People and
Brands**



**Solutions
for Future
Retail**



**Tomorrow's
Consumer**



**Trends for
Coming
Seasons**



**Omnichannel
Retail**



Finland's only magazine focused on fashion retail industry offers its readers the most essential and current information from the field – the future aspects of retail, the directions of consumer behavior and the fashion trends for the coming seasons. Modin magazine informs, inspires and supports the company management and personnel. It is the expert in its field; it's substantial and colorful, and packed with useful content for fashion retail professionals.

Modin looks at retail industry as an entity consisting of numerous channels. Whether your customers are shopping on their mobiles, in classical brick-and-mortar or somewhere in-between, you can count on that Modin is the only media in Finland to offer you a unique package of information that will improve the preconditions of business

for you. The fashion retail industry magazine helps maintain the expertise of people working in the field and therefore has a direct impact on the overall success and conditions of fashion retail in Finland.

Modin aims to offer content that is journalistically high-quality and visually impressive, to the fashion company management and personnel in Finland. Each issue consists of topical phenomena, people, companies and brands; the practical questions within fashion retail channels regarding, for example, the technology in store, solutions supporting digital trade, visual merchandising, trends of payment methods and safety themes. The magazine features future fashion trends up to four seasons ahead, in the purchasing rhythm of fashion business.

Issue and theme	Issue date	Ready material date	Raw material date	Advert bookings date
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1. JANUARY

The Future and Transformation of Commerce; Fashion Trends AW18-19 and SS19

17 Jan 2019

30 Nov 2018

26 Nov 2018

11 Nov 2018

2. APRIL

Fashion Retail Industry Review; Changing Retail Channels; Public Affairs and Advocacy

18 Apr 2019

15 Mar 2019

12 Mar 2019

8 Mar 2019

3. JULY

Consumer and Fashion Retail in Transition; Fashion Trends SS19 and AW19-20

18 Jul 2019

14 Jun 2019

11 Jun 2019

7 Jun 2019

4. NOVEMBER

Fashion Retail's Impact and Responsibilities; Public Affairs and Advocacy

7 Nov 2019

4 Oct 2019

30 Sep 2019

27 Sep 2019



PUBLISHER AND EDITING OFFICE

Fashion Commerce in Finland
association
Eteläranta 10, FI-00130 Helsinki
muotikaupanliitto.fi
Tel. +358 40 922 3171

EDITOR-IN-CHIEF

Esko Leppäkorpi
esko.leppakorpi@
muotikaupanliitto.fi
Tel. +358 40 516 1918

SUB-EDITOR

Emmi Lehtoviita
Jenga Markkinointiviestintä Oy
emmi@jenga.fi
Tel. +358 40 744 5197

EDITOR

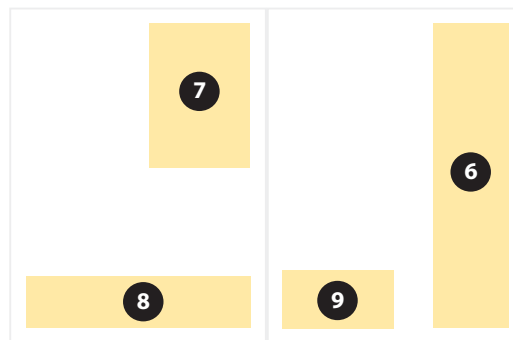
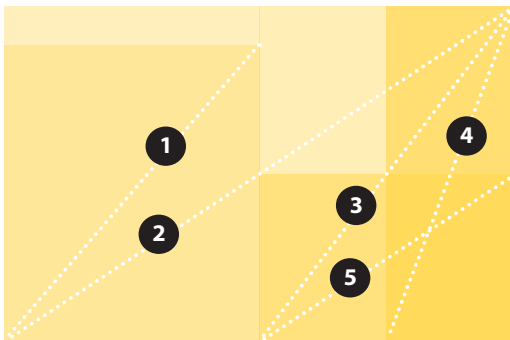
Meri Karppanen
meri.karppanen@
muotikaupanliitto.fi
Tel. +358 40 922 3171

ADVERT SIZES AND PRICES

1. Back cover	230 x 264 mm	1800 €
2. Spread	460 x 297 mm	2200 €
3. Full page	230 x 297 mm	1600 €
4. Half page vertical	112 x 297 mm	950 €
5. Half page horizontal	230 x 148 mm	950 €
6. Column 1/3 page	60 x 257 mm	700 €
7. Post card ¼ page	90 x 123 mm	500 €
8. Banner ¼ page	192 x 64 mm	500 €
9. Business card 1/8 page	93 x 64 mm	300 €

PLEASE NOTE

3 mm bleed on each side where
advert will be trimmed.
Do not use a border line.



ADVERT MATERIAL REQUIREMENTS:

- format 300 dpi PDF
- image resolution 300 dpi
- **adverts that will be trimmed:** add 3 mm bleed and use cutting marks in the corners; do not add a border line.

DELIVERING OF ADVERT MATERIAL

Send adverts to the editing office in electronic format (PDF). Modin does not send proofs to clients. Modin can assist in preparing advert material from raw material; an hourly rate applies to the graphic designer's work and the cost will be added to the advert rates.

DELIVERY ADDRESS OF ADVERT MATERIAL

aineistot@jenga.fi

DELIVERY ADDRESS OF SUPPLEMENTS

Uniprint AS
Järvevana tee 9F, Tallinn 11314
Estonia

PRINTER

Uniprint Ltd., Tallinna

TECHNICAL DETAILS

Edition: 3500 – 4000 pcs
Size: 230 x 297 mm
Number of columns: 1 - 3
Screen density: 60 lines
Printing method: Offset
Binding: Glue
ISSN 1457-554X

SUPPLEMENTS

Supplements, also glue-spot supplements, are possible. The price will be defined according to the weight of the supplement.

VALUE ADDED TAX AND COST INCREASES

When advert is invoiced to a foreign address VAT is not applicable. In this case the customer will be required to submit the company's VAT number. When invoiced to an address in Finland VAT will be added. Cost increases due to changes in legislation, statutes and orders given by the authorities are added to the advertising rates from the date they become valid.

CANCELLATIONS OF BOOKED ADVERTS

Cancellations must be made latest on the adverts booking date (deadline) in writing. Any cancellations made after this date will be charged 50 % of the original rate.

PAYMENTS

Payable to: Fashion Commerce in Finland / Modin
Banks: **Osuuspankki**

IBAN: FI23 5358 0620 3979 57
BIC: OKOYFIHH

Terms of payment: 14 days net

Marketing, PR and Advertising agencies are granted a 15 % discount.

REFUNDS

In the ten (10) days following the issuing date, in writing. Compensation for any errors can't exceed the original price of the advertisement. The magazine is not responsible for the following: errors in advertisement caused by inadequate or faulty material, indistinct manuscript, material submitted by telephone, a translating error in case the translation is made by the magazine's staff; Damages caused by omission of the advertisement that is due to the advertiser, the advertising or other comparable agency, or force majeure; Errors shown in the proof, if the advertiser has accepted the proof without corrections of the error, or failed to return it in reasonable time.



MODIN

The Fashion Trade Magazine in Finland

Online
2019

Our web banner is an efficient way to reach potential customers.

The web page has an average of 4500 monthly page views.

MUOTIKAUPANLIITTO.FI AND MEMBERS' INFO LETTER

Our popular web page serves members of Fashion Commerce in Finland and other merchants, entrepreneurs, management and personnel of fashion trade field, as well as the media, educational establishments and consumers interested in the field.

Banner price is 300 € per 4 weeks

Banner will be published in the following channels:

- Fashion Commerce in Finland website muotikaupanliitto.fi
- Members' Newsletter twice per month

Banner requirements

- size 180 x 180 pixel
- file format GIF or JPG

Delivering of banners:

- Delivery address toimisto@muotikaupanliitto.fi
- When sending the banner, send also the date when the banner will be published
- When sending the banner, send also the web address where the banner will be linked to
- Deadline: send banner latest four working days prior to the desired publication date
- You can also send a separate link to count clicks with, or attach the counter to the link where clicks are directed

FASHION BRAND DIRECTORY

The online directory lists the fashion brands' representatives, agents and importers - together with contact information - for buyers, shopkeepers and other fashion professionals to access. Your important stakeholders and potential new clients and partners will always find the contact info of your sales in Finland - without trouble or hassle and without having to pay. Once your brand is listed in the directory, fashion trade professionals in Finland will easily find it by using the word search or category features.

The cost of a brand listing is 250 € (VAT 0 %) per year.

A discount will be granted when you list several brands.

Fashion Brand Directory is used by registered fashion professionals. There is no charge to using the directory; it is free for all professionals to access. Consumer users will not be granted access to view the directory.

How to list your brand – orders and further info:

toimisto@muotikaupanliitto.fi



Fashion Brand Directory guides your clients and potential new partners to your brand in Finland.

