



ASTETTA / PAREMPI / MEDIA

# DeLuxe

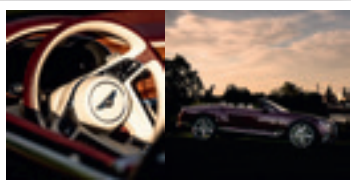
MEDIA GUIDE 2020

For you, who seek that extra quality.



## Bentley Continental GTC - Hienoin auto, jolla tulet koskaan ajamaan

**DELUXE-LEHTI SAUKONAN KOEALIA**  
UPOODEN BENTLEY CONTINENTAL GTC  
-MOOTTORIN HETKELLINEN KEHÄKÄNNÄ  
MIÄ LUONTAMUOTOJA AJAVIENKOKO-  
MUKSEN PELLINLUOKASSA LAUTAKESKUS JÄI  
KOHNEITTELAAN VÄLITÄMÄN TUOTOJA  
KISSISSÄ ON HENKINEN AUTO, JOLLA TULET  
TUODAKSI OIKEI TUNTOJA KÄMMÄN.



... ja ajamaan tullaan. DeLuxe-lehden kokeilussa oli...  
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## Malediivit

### - Piipahda paratiisissa

**MALDIIVI SAAREKSI** on maailman kaunein ja...  
... ja ajamaan tullaan. DeLuxe-lehden kokeilussa oli...



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# DeLuxe

## READER POLL FOR DELUXE MAGAZINE

94 percent of the readers are either satisfied or very satisfied  
(Reader survey: Sample 900 persons, DeLuxe Magazines register 1-10/2019)

**BUYING POWERS OF THE READERS**  
52 percent of the readers earning over 120.000 € per annum  
21 percent of the readers earning over 200.000 € per annum  
77 percent of the readers living in owner-occupied flats  
44 percent of the readers own apartments and other fixed assets

**SEX DISTRIBUTION**  
66 percent male readers  
34 percent female readers

**AGE DISTRIBUTION**

18-34	18%
35-54	42%
55-75	37%
over 75	3%

**REGIONAL DISTRIBUTION/ECONOMIC ZONE**  
64 percent capital region (Helsinki, Finland)  
26 percent rest of Finland

**READER COEFFICIENT 4.3**  
58 percent of the readers spend over 15.000 € per annum into travelling  
**POSSESSION**  
57 percent own a car worth over 50.000 €  
57 percent own a boat  
74 percent own a watch/watches worth over 5000 €  
79 percent own jewelry worth over 10000 €  
71 percent spend over 5000 € on clothing per year

**POINTS OF INTEREST**  
88 percent wine and dining  
74 percent fashion and pastime  
66 percent art and culture  
70 percent home and interior decorating  
87 percent travelling domestic  
90 percent travelling abroad  
83 percent cars  
72 percent boats  
77 percent entertainment electronics

**HOBBIES**  
64 percent active physical education and outdoors  
63 percent boating  
58 percent downhill skiing/cross country skiing  
38 percent fishing  
58 percent golf  
19 percent hunting

**OMEGA SEAMASTER**  
- Täydellinen kello maailman kuuluisimmalle agentille

**JAMES BOND ON KANTANUT VUODESTA 1955 LÄHTIEN OMEGA SEAMASTER KELLOJA JOKASSA ELOKUVISSAAN. VOIKOSI YHTELLÄ OMEGA ON JALANSIIDIT NYHYN EKSPANSIIVISIA KELLOJA TUODOKSEEN HINNALLA ALUSTI OOKSI 150-200 EUROTALTI TUUPALLEI LUKKOKANAKALLA.**

Cheng ja James Bondin arvoisat...  
... ja ajamaan tullaan. DeLuxe-lehden kokeilussa oli...

WWW.DELUXE-LEHTI.FI

# MEDIA GUIDE 2020

## DeLuxe MAGAZINE IS PUBLISHED QUARTERLY IN 2020:

- JUNE: Theme "Boating" – JUNE 12<sup>TH</sup> 2020
- JULY: Theme "Super Cars" – JULY 17<sup>TH</sup> 2020
- OCTOBER: Theme "Interior Decoration & Fashion" – OCTOBER 12<sup>ND</sup> 2020
- DECEMBER: Theme "Travelling" – DECEMBER 18<sup>TH</sup> 2020

DeLuxe	1/2020	2/2020	3/2020	4/2020
STREET DATE	June 12 <sup>th</sup>	July 17 <sup>th</sup>	October 12 <sup>nd</sup>	December 18 <sup>th</sup>
MATERIALS REQUIRED BY	June 3 <sup>rd</sup>	July 8 <sup>th</sup>	October 1 <sup>st</sup>	December 9 <sup>th</sup>
CIRCULATION	20.000 kpl	20.000 kpl	20.000 kpl	20.000 kpl
ONLINE MAGAZINE	70.000 kpl	70.000 kpl	70.000 kpl	70.000 kpl

### CIRCULATION

Subscribers, partners, DeLuxe VIP Register, Selected Hotels, Restaurants, Cafes, Hairdressers / Barber Shops, Private Medical Offices, VIP Lounge at Helsinki Airport, Selected Client Events and Events, Libraries

### ADVERTISING PRICES

(prices don't include Finnish VAT, 24%)

- Size 2/1 5 445 €
- Size 1/1 3 300 €
- Size 1/2 2 145 €
- 1<sup>st</sup> spread 6 545 €
- 2<sup>st</sup> spread 5 775 €
- Back page 5 445 €
- Back inner page 4 345 €

### WE SERVE YOU IN THE MATTERS OF ADVERTISEMENTS & BUSINESS:

- KARO KIISKINEN  
TEL +358 40 - 512 5933 / KARO@DELUXE-LEHTI.FI
- COSMA ÖSTRÖM  
TEL +358 400 - 801 974 / COSMA@DELUXE-LEHTI.FI
- ILKKA AHTI  
TEL +358 45 196 5995 / ILKKA.AHTI@DELUXE-LEHTI.FI
- Publisher: LUXMEDIA OÜ, PÄRNU MNT 10, TALLINN 10148

### MAGAZINE TECHNICAL SPECS

SIZE: 220 x 280 mm  
CUTTING ALLOWANCES: 3 mm  
PRESSING TECHNIQUE: Offset  
COLOUR PROFILE: ISO Coated v2 300% (ECI)  
COVER: Multi Art Gloss 300 g, INNER PAGES: Multi Art Gloss 115 g  
CONSTRUCTION: Adhesive binding

### MATERIALS REQUIREMENTS & TRANSMISSION

Offset print-worthy PDF format, TIFF or EPS formats, fonts included or converted, colours in CMYK format, photo/stills resolution at least 300 dpi, please send to:  
E-MAIL: aineisto@deluxe-lehti.fi  
SUBJECT SPACE: please enter magazine issue/name of customer.

### CANCELLATIONS

An advertisement reserved for a magazine can be cancelled 21 days before Materials date. For cancellations after the Materials date we will charge the amount of full advertisement.



	2/1 FOUR-COLOR	440 x 280mm + 3mm 5 445 €
	1/1 FOUR-COLOR	220 x 280mm + 3mm 3 300 €
	1/2 FOUR-COLOR	horizontal 204 x 130mm OR (220 x 138 + 3mm bleed) vertical 100 x 247mm OR (106 x 280 + 3mm bleed) 2 145 €

### COVER ADVERTISEMENTS

- Back Cover 5 445 €
- Back Inner Page 4 345 €
- 1<sup>st</sup> spread 2/1 6 545 €
- 2<sup>st</sup> spread 2/1 5 775 €

### DISCOUNTS

We give a 15 percent discount to authorized media and advertisement agencies.

### REMARKS AND RECLAMATIONS CONCERNING ADVERTISEMENTS

Remarks and reclamations concerning advertisements must be done within seven (7) days from the publication of the advertisement or from the predetermined publishing date. All accepted advertisements will be published on predetermined dates. If an advertisement cannot be published due to force majeure (i.e. strike, production delays etc.) or due to the customer, the magazine cannot be held responsible for the harm caused to the advertiser.

Magazine's responsibility for the lack of an advertisement or an error in the published advertisement is restricted only to the cost of the paid advertisement. Magazine will not reimburse a minor error in pressing, printing or layout, which will not hinder the understanding of the advertisement and reduce the value of the advertisement.

Magazine will not answer for errors, which are due to incomplete and/or erroneous materials, incomplete manuscripts, an advertisement dictated over the phone or an error, which is visible in a layout shown to the advertiser during the deadline, or his lack of reply to the final layout proposal.

Remarks and reclamations to invoices must be done within seven (7) days of the invoice's date.

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