



ASTETTA / PAREMPI / MEDIA

DeLuxe

MEDIA GUIDE 2020



ELECTRONIC MEDIA



For you, who seek that extra quality.

ELECTRONIC MEDIA / MEDIA GUIDE 2020

	PLATINUM	GOLD	SILVER
DELUXE.FI	X	X	-
FACEBOOK 	XX	X	X
INSTAGRAM 	XX	X	X
KEYWORD OPTIMIZATION	X	X	-
PRICE	1950 €	1350 €	750 €

ELECTRONIC SIDE

The electronic side has a website, FB and Instagram. Social campaigns are divided into three different levels as follows:

PLATINUM

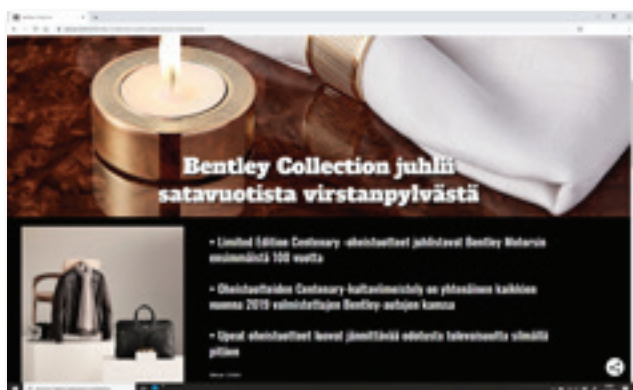
Platinum includes: Two different posts on Facebook and Instagram. In addition, 3 months of visibility on DeLuxe's website where article with 1-5 pictures. Facebook publication with 1,400 characters and 1-3 pictures. Instagram with 1-10 pictures and text with as many hashtags as possible. Reach Facebook of minimum 10,000 contacts, homepage 50,000 contacts.*

Price: 1950€

GOLD

Gold includes: One post on Facebook and Instagram. In addition, 1,5 months of visibility on DeLuxe's website where article with 1-5 pictures. Facebook publication with 1,400 characters and 1-3 pictures. Instagram with 1-10 pictures and text with as many hashtags as possible. Reach Facebook of minimum 5,000 contacts, homepage 25,000 contacts.*

Price: 1350€



SILVER

Silver includes: One post on Facebook and Instagram. The Facebook publication with 1,400 characters and 1-3 pictures. Instagram with 1-10 pictures and text with as many hashtags as possible. Reach Facebook of minimum 5,000 contacts.*

Price: 750€

* (All figures are based on a 12/19 start date and are a minimum reach).

NOTE! The pictures will be provided by the customer or, upon separate agreement, the use of our photographer.

Keyword optimization is part of the Platinum and Gold packages, and as part of a separate agreement for a print + digital campaign.

If you want both print advertising and the electronic side, we make a customized offer on the basis of "Taylor made".

Here is the home page of our magazine, www.deluxe-lehti.fi, which has advertisements made there and which we have uploaded in electronic form. These are part of the print packages and also included in the Platinum and Gold digital packages. The customer is able to distribute it electronically to their stakeholders on Facebook, Twitter, Pinterest, LinkedIn, Whatsapp and moreover via email. The article will remain on the page as agreed.

Price: Because there are so many variable factors, the price is based on a separate agreement

In addition, the homepage contains previous versions of magazines as well as the latest advertorials and articles.



NOTE! We have started at the end of December (2019) the electronic activation.

It should also be noted that we do not search for "mass contacts", but rather target the search according to the magazine's reader profile as much as possible.

- <https://www.deluxe-lehti.fi> (Home page)
- <https://www.facebook.com/dlx.lehti> (Facebook)
- <https://www.instagram.com/deluxelehti> (Instagram)

WE SERVE YOU IN THE MATTERS OF ADVERTISEMENTS & BUSINESS:

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

MATERIALS REQUIREMENTS & TRANSMISSION

Images in JPG- or PNG-format.

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