

Plaza Koti and Finnish Fair Corporation continue in good cooperation in 2010

The whole Plaza team thanks you for the past year and shares with you our splendid news: our cooperation with the Finnish Fair Corporation went well and continues.

PLAZA KOTI is again, according to our agreement with the Finnish Fair Corporation, the main media partner for the 2010 Habitare Fair, and the official Habitare Fair catalogue will be published in our magazine. The annual Habitare Fair is aiming to reach, besides trade professionals, all the more consumers interested in decoration and design, the same people who read the Plaza Koti magazine. The Habitare Fair is becoming all the more important and versatile as a fall event in interior decoration.

PLAZA KOTI has a beautiful layout and is an elegant forerunner where even the more demanding tastes find ideas but also economic decoration solutions. Each issue has true stories of home makeovers and interior design which inspire our readers and offer ideas for their own building and decoration projects. In addition, each issue has a lot of shopping ideas for the kitchen, bathroom and other space in our homes.

The newest housing technology is found in the homes that are presented, and in separate articles. We also publish questions sent to us by our readers. This way we strive to serve our readers better than ever and solve any problems our readers have associated with interior decoration.

We wish all our partners a successful year in 2010.

With best regards,

Anne Melart
Editor-in-Chief
PLAZA KOTI
www.plazakoti.com



*“PLAZA is a good magazine.”
This short sentence repeats itself often as verbal and written feedback from our readers. Can it be said any better?*



PLAZA

KOTI

ADVERTIZE IN THE PLAZA KOTI MAGAZINE AND REACH THE PERFECT READER GROUP FOR YOUR PRODUCTS.



OUR READERS ARE MIDDLE OR HIGH INCOME EARNERS AND WANT TO INVEST IN THE COMFORTABILITY AND MODERN STYLE OF THEIR HOMES. THE READERS OF THE PLAZA KOTI MAGAZINE MAKE THE PURCHASE DECISIONS FOR THEIR HOMES.

PLAZA KOTI IS:

- A modern lifestyle magazine for interior decoration and design full of fresh, inspiring ideas.
- Definitely the most elegant interior decoration magazine and a fore-runner in Finland.
- A beautifully illustrated and inviting interior decoration magazine whose articles are full of information.
- PLAZA KOTI is published 10 times a year.
- PLAZA KOTI is the official main media partner for the HABITARE Fair in 2010. This means direct visibility for the advertisers in the PLAZA KOTI magazine.
- According to the newest survey by KMT the circulation rose by 13 %.
- The circulation of PLAZA KOTI magazine is ca. 30 000.
- PLAZA KOTI is the leading interior decoration magazine in the Top 100 Single Copy Sales list by Rautakirja.
- The PLAZA KOTI magazine was an official check-out counter magazine in 2008 and continued to be so in 2009.

THE OFFICIAL HABITARE FAIR CATALOGUE 2010 IS PUBLISHED NEXT AUGUST IN THE PLAZA KOTI MAGAZINE.





The Target Groups

- PLAZA KOTI is the most profiled interior decoration magazine in the women's age group of 30 to 49 with a reader percentage of 45 %.
 - Of the PLAZA KOTI magazine's readers, 51 % have graduated from university or polytechnic. 12 % have passed the matriculation examination or graduated from high school and 32 % have finished the middle school, lower secondary school, vocational school or college.
 - PLAZA KOTI has women as 80 % and men as 20 % of its readers.
- THE AGE GROUPS:
- 12–29 years 19 %
 - 30–49 years 45 %
 - 50+ years 15 %
- 91 % of the readers of the PLAZA KOTI magazine make the decisions on their daily purchases.
 - 35 % of the households are made up of two people, 22 % are of four people and 17 % are of three people.
 - Based on occupations, 11 % the readers of the PLAZA KOTI magazine are in a leading position, 23 % in higher-level office positions, 28 % in lower-level office positions.
 - The gross annual income of the readers of the PLAZA KOTI magazine:
 - Below 35,000 Euros per year = 18 %
 - 35,001–75,000 Euros per year = 44 %
 - Over 75,000 Euros per year = 27 %
 - 71 % of the PLAZA KOTI readers have gross annual incomes of over 35,000 Euros.
 - Our readers' localities of residence: Metropolitan Helsinki 30 %, towns with populations of over 30,000 people 25 %, towns with populations of less than 30,000 people 16 %, and rural areas 18 %.
 - Readers who have purchased their last issue of PLAZA KOTI as a non-subscription issue is 39 %. This puts PLAZA KOTI as the fourth greatest seller after the afternoon papers and Keltainen Pörssi!

Source: KMT SPRING 2009.

PLAZA

KOTI

PLAZA KOTI

PRODUCTION SCHEDULE 2010

Nr	Ad deadline	In shops	Extras
1	18.12.	22.1.	• House Extra • Summer houses • Fireplaces and heating • Bedrooms • Interior design/home textiles • Staircase Guide • Bed linen Guide
2	19.1.	19.2.	• Bathrooms • Saunas • Bed & mattress Guide • Door Guide
3	26.2.	26.3.	• Walls indoor: wallpapers, paints, colours, tiles • Storage solutions and room splitters • Sofa Guide
4	23.3.	23.4.	• Outdoor living • Kitchen • Garden • Dinner table Guide
5	28.4.	28.5.	• Floors an tiles • Servings • Grills • Glazed extra-room • Fridgerator Guide
6&7	28.5.	29.6.	• Housing Fair • Big summer issue • Outdoor baths, swimmingpools • Walls outdoor
8	25.6.	27.8	• HABITARE INTERIOR FAIR • Big Interior design number • Ventilation hood and oven guide
9	24.8.	24.9.	• House Extra • Lightning • Bedrooms • Chair Guide
10	29.9.	29.10.	• Bathroom • Living room • Storage solutions • Saunas • Carpet Guide
11&12	26.10.	26.11.	• Kitchen • Servings • Bookshelf Guide • Home technics and Hifi Guide



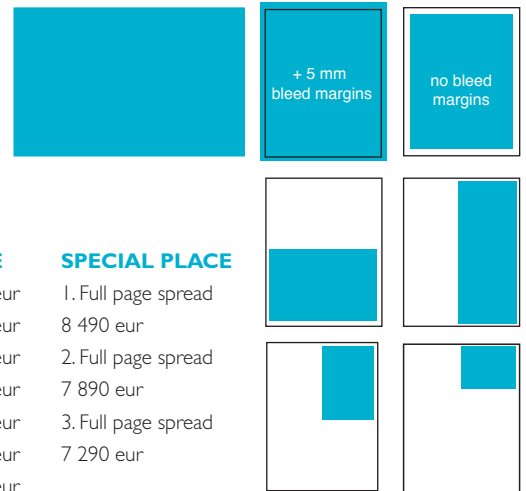


PLAZA KOTI

THE MOST ELEGANT INTERIOR
DESIGN MAGAZINE IN FINLAND

PLAZA PUBLISHING GROUP®

ISO ROOBERTINKATU 29 A 2 • FIN-00120 HELSINKI • FAX +358 (0)10 387 8788 • WWW.PLAZAKOTI.COM



ADVERTISEMENT	SIZE (+ BLEED MARGIN)	TYPE AREA	PRICE	SPECIAL PLACE
Full page spread 2/1	450 x 290 mm (+ 5 mm/per each side)	428 x 256 mm	6 890 eur	1. Full page spread
Back cover 1/1	225 x 265 mm (+ 5 mm/per each side)	200 x 240 mm	5 490 eur	8 490 eur
1/1	225 x 290 mm (+ 5 mm/per each side)	200 x 256 mm	4 150 eur	2. Full page spread
1/2 horizontal	225 x 140 mm (+ 5 mm/per each side)	200 x 127 mm	2 960 eur	7 890 eur
1/2 vertical	110 x 290 mm (+ 5 mm/per each side)	90 x 270 mm	2 960 eur	3. Full page spread
1/4 horizontal	100 x 127 mm	-	1 950 eur	7 290 eur
1/8	100 x 63 mm	-	1 350 eur	

Special placements, minimum size 1/1 and 2/1 • extra price + 10 %.
Note: Advertisements must have 5 mm cutting area in each side and the adhesive binding will take about 2 cm of the page.

For the advertisement agency customers of Plaza Publishing Group Oy will be granted 5–15 % discount when purchases exceed 17 000 net-euro limit during the contract year.

TECHNICAL INFORMATION

Printing house	Acta Print Oy, Tampere
Magazine Size	225 x 290 mm
Printing Process	Offset
Maximum Screen Density	150 lpi
Binding	Adhesive Binding
Colours	Europa-scale (CMYK)
Material	Digital, PDF
Paper	75 g MyBrite
Cover	200 g Galleri Art
ICC-profile	Euroscale coated v2
Circulation	40–50 000 kpl
Distribution	Rautakirja Oy
Reader Quantity & Circulation	KMT and LTTNS-Gallup Oy

Digital material In accordance with the material definitions of Plaza Publishing Oy.

Address for advertisements mainos@plazakoti.com.fi, big files via ftp

Supplement delivery Pia Mäkelä, tel. +358 (0)10 618 5876, Acta Print Oy, Lastaussilta nro 5, Teerivuorenkatu 5, FIN-33300 Tampere

PRICES

Prices do not include V.A.T. (22 %).

CANCELLATIONS

In writing only to the company at least 1 month before material date.

OTHER REGULATIONS

Plaza Koti will hold it's right not to publish advertisements not agreed.

RECLAMATION

Reclamation regarding published advertisement must be made during 7 days after publication date. Reclamation regarding invoice must be made during 14 days after expiry date.

PLAZA PUBLISHING GROUP OY

Iso Roobertinkatu 29 A 2, FIN-00120 Helsinki, Finland
tel. +358 (0)10 387 8700, fax +358 (0)10 387 8788
www.plazakoti.com

PLAZA PUBLISHING GROUP OY

Sales Manager: Mikko Väisänen

mikko.vaisanen@plazakoti.com

tel. +358 (0)10 387 8703 • mobile +358 (0)50 344 5371

Account Manager: Nora Mosander

nora.mosander@plazakoti.com

puh. 010 387 8702 • mobile 044 566 6220

Account Manager: Suska Tverin

suska.tverin@omakotilehti.fi

tel. +46 (0)8 5011 8967 • fax +46 (0)8 5011 8801

Account Manager: Marita Renman

marita.renman@omakotilehti.fi

tel. +46 (0)8 5011 8895 • mobile +46 (0)8 705 911 184

• fax +46 (0)8 5011 8801

Account Manager: Riku Varjamo

riku.varjamo@omakotilehti.fi

tel. +46 (0)8 5011 8974 • fax +46 (0)8 5011 8801

Marketing Director: Waltter Viljanen

waltter@plazapublishing.se

tel. +46 (0)8 5011 8968 • mobile +46 (0)70867 2666

EDITOR/CONTACT INFORMATION

Editor in Chief: Anne Melart

anne.melart@plazakoti.com

tel. +358 (0)10 387 8704

Associate Editor: Annaleena Lampola

annaleena.lampola@plazakoti.com

AD: Marja Vehkala

marja.vehkala@plazakoti.com

PLAZA PUBLISHING GROUP AB

Warfvinges väg 45, Box 302 10, 104 25 Stockholm, Sweden
tel. +46 (0)8 5011 8800, fax +46 (0)8 5011 8801
www.plazapg.se