

Tervis Pluss (Health Plus)

A monthly

Size	1 page	1/2 page	1/3 page	1/4 page	Back cover	Page 2	Inside back cover	Double page	Double page (p 2-3)
Dimensions	210x280	210x137 or	210x90 or	210x71	210x280	210x280	210x280	(210x280)x2	(210x280)x2
in mm (width x height)		102x280	72x280					or 420x280	
Framed:		184x121	184x79 or	90x121					
		or 90x247	58x247						
Price of ad space	1400	800	600	500	2000	1800	1600	2200	2800
Product news	320								

Pere ja Kodu (Family and Home)

A monthly

Size	1 page *	1/2 page *	1/3 page *	1/4 page *	Back cover	Pages 2, 4	Inside back cover	Double page* "Pereköök" (Family kitchen)(A5)	Double page (p 2-3)
Dimensions	210x280	210x137 or	210x90 or	210x71	210x280	210x280	210x280	(210x280)x2 148x210	(210x280)x2
in mm (width x height)		102x280	72x280					or 420x280	
Framed:		184x121	184x79 or	90x121					
		or 90x247	58x247						
Price of ad space	1700	1100	800	600	3000	2400	2200	2800	635
Product news	320								

*20% additional charge for placing an advertisement before center.

Kodukiri (Home Letter)

A monthly

Size	1 page	1/2 page	1/3 page	1/4 page	Back cover	Inside back cover	Page 2	Double page	Double page (p 2-3)
Dimensions	210x280	210x137 or	210x90 or	210x71	210x280	210x280	210x280	(210x280)x2	(210x280)x2
in mm (width x height)		102x280	72x280					või 420x280	
Framed:		184x121	184x79 or	184x58					
		or 90x247	58x247	90x121					
Price of ad space	1400	800	600	500	2000	1600	1800	2200	2800
Product news	320								

*20% additional charge for placing an advertisement before center.

Aed (Garden) / Suvekodu

Aed is published two times a year (March and June) / Suvekodu is published once in a year (May)

Size	1 page	1/2 page	1/3 page	1/4 page	Back cover	Page 2	Inside back cover	Double page
Dimensions	210x280	210x137 or	210x90 or	210x71	210x280	210x280	210x280	(210x280)x2
in mm (width x height)		102x280	72x280					or 420x280
		184x121	184x79	184x58				
		or 90x247	58x247	90x121				
Price of ad space	1400	800	600	500	2000	1800	1600	2200
Product news	200							

Elu Lood

Published four times a year 4

Size	back cover	inner front cover	inner back cover	inside page in any location	front double	double page	1/2 p
Dimensions	205x280	205x280	205x280	205x280	410x280	410x280	205x137 or 100x280
in mm (width x height)							
Price of ad	2200	2000	1800	1400	3000	2000	800

Käsitöö (Handicraft)

Published four times a year

Size	1 page	1/2 page	1/3 page	1/4 page	Back cover	Lk2	Inside back cover	Double page
Dimensions in mm (width x height)	210x280	210x137 or 102x280	210x90 or 72x280	210x71	210x280	210x280	210x280	(210x280)x2 või 420x280
Framed:		184x121 90x247	184x79 58x247	184x58 90x121				
Price of ad space	950	600	450	350	1200	1050	950	1300

Advertisement 50

Crossword puzzle magazines (Ristik, Meistristik, Miniristik, Ripsik, Kroonika RS, Eesti Naine RS)

A monthly

Size	1 page (Ristik, Eesti Naine RS)	1 page (Miniristik, Ripsik)	1 page (Kroonika)	Megaristik, Meistristik, Telelehe rists.	Back cover
Dimensions in mm (width x height)	210x280	145x210	170x245	205x280	
Price of ad space	500	500	500	500	500

Tallinn This Week

Published six times a year

Size	1 page	1/2 page	1/4 page	1/8 page	Back cover	Front cover	Double page
Dimensions in mm (width x height)	143x210	128x93 61x190	128x44 61x92	61x46	143x210	143x162	287x210
Price of ad space	1100	600	300	150	1400	2300	1800

Text ad 45

Text+logo 95

Pointed map 45

Kroonika+Nädal (magazine of the life of celebrities)

A weekly, published on Fridays

Size	1 page *	1/2 page *	1/3 page *	1/4 page *	Back cover	Double page	Page 2, 5, 7	A module inside TV-program
Dimensions in mm (width x height)	210x280	210x137 or 102x280	210x90 or 72x280	210x71	210x280	(210x280)x2 or 420x280	210x280	100x80 100x40
Framed		184x121 90x247	184x79 58x247	184x58 90x121				
Price of ad space	2200	1400	1000	800	2500	3000	2400	350 250

*15% additional charge for placing an advertisement afore page 30.

Kroonika Kodu-eri (magazine of the homes of celebrities)

Published four times a year

Size	1 page	1/2 page	1/3 page	1/4 page	Back cover	Pages 5, 7	Double page
Dimensions in mm (width x height)	210x280	102x280 210x137	72x280 210x90	210x71	210x280	210x280	(210x280)x2
Framed		184x121 90x247	184x79 58x247	184x58 90x121		184x247	
Price of ad space	1200	800	500	400	1400	1300	2000

Naisteleht

A weekly, published on Wednesdays

Size	1 page	page 2, 5, 7	1/2 page	1/3 page	1/4 page	Back cover	Double page
Dimensions in mm (width x height)	210x280	210x280	210x137 or 102x280	210x90 or 72x280	210x71	210x280	(210x280)x2
Framed			184x121 or 90x247	184x79 or 58x247	90x121		
Price of ad space	2200	2400	1400	1000	800	2500	3000
Product news	90x95	320					

Teleleht (TV-Paper)

A weekly, published on Thursdays

Size	1 page	1/2 page	1/3 page	1/4 page	Back cover	Front cover	Double page
Dimensions in mm (width x height)	200x280	200x135	200x88		200x280	200x195	(200x280)x2
Framed		180x125	180x82	180x60			
Price of ad space	1200	800	500	400	1400	1800	1800
Product news	320						

Kalale

Published six times a year

Size	1 page	page 2	1/2 page	1/3 page	1/4 page	Double page First 20 page	Double page	Back cover	Inside back cover
Dimensions in mm (width x height)	210x280	210x280	210x137 or 102x280	72x280	90x121	(210x280)x2	(210x280)x2	210x280	210x280
Price of ad space	1400	1800	800	600	500	2800	2200	2000	1600
Product news	90x95	320							

Nipiraamat

A monthly

Size	1 page	1/2 page	1/3 page	Back cover	Inside front cover	Inner back cover	Double page
Dimensions mm in mm (width x height)	148x210	148x100 või 70x210	148x65	148x210	148x210	148x210	(148x210)x2
Price of ad space	1220	710	560	1730	1600	1220	1920
Product news, big	138x90	390					
Product news, small	65x90	260					

Special Placement of Ads

- On consecutive pages or with a definite span (more than 2 ads) + 15%.

Additional Services

- Designing of ads - 10% of the price of the advertising space in the price list.
- Advertising article = price of the advertising space + fee for design + journalist's fee.
- Translation of an ad - 30-65 EUR depending on the size/volume of the text.
- Photographer service - beginning from 40 EUR
- **Preparation of a technically incorrect ad for print - 5% of the price of the advertising space in the price list.**
For additional services discounts do not apply. The prices do not include 20% VAT.

Procedure for submitting advertising materials

Advertising materials shall be submitted digitally.

Digitally submitted finished advertisements shall meet the following technical conditions:

- **PDF-format**
- Appropriate measurements; Full-page ads shall have a 5 mm bleed in appropriate sides (e.g. in case of a 1/1 page ad of 210x280 mm the file shall be 220x290 mm).
- Composite;
- Resolution of images in files (300 dpi) shall be double as compared to screen density (150 lpi);
- All bitmap objects and images of defined colors shall be in **CMYK** (SPOT, Lab, RGB etc. are not accepted);
- In case of black-and-white ads all objects and images shall be in grayscale or black-and-white bitmap (SPOT, Lab, RGB etc. are not accepted);
- All fonts used in design shall be embedded in the file or converted to **curves**;
- Files **must not** contain crop, registration or other marks;
- Files **must not** be cut with the crop tool in Acrobat; all crop margins shall be 0 (null/zero);
- Transformation of images (scaling, mirroring etc.) should be performed in Photoshop;
- Ads shall be uploaded to: **ftp.kirjastus.ee** (user name: kirjastus, password: ajakirjad25) to the incoming directory of the appropriate magazine;
- Additional information can be obtained: <http://www.kroonpress.eu/magazine-en> and <http://uniprint.eu/recommendations/digital-originals/> and <http://en.printall.ee/production/technical-requirements/>

Finished advertisements must not have spelling mistakes, advertisements containing mistakes will not be published and the client, who has ordered the advertising space, is liable for the situation. AS Ajakirjade Kirjastus has the right to refuse publishing ads of competing publications.

Publication dates and deadlines for submitting advertising materials will be presented separately.

In case the materials are submitted later than the deadlines mentioned farther the client has to pay 30% of the cost of the advertising space proceeding from the advertising price list.

Advertising materials are considered to be submitted if they have been forwarded to the advertising department of AS Ajakirjade Kirjastus.

Procedure for ordering and cancelling advertising space

An order for advertising space shall be placed as an agreement between the client and AS Ajakirjade Kirjastus or as a letter of guarantee of the client.

All alterations shall be presented in written form.

In case of canceling an order a notice shall be given 7 working days prior to the deadline for submitting advertising materials. If an order is cancelled later than the date mentioned above, the client has to pay 50% of the price of the advertising space proceeding from the advertising price list. In case an order is cancelled on the day defined as the deadline for submitting advertising materials or after that, the fine is 100% of the price of the advertising space proceeding from the advertising price list.

Payment for advertisements

Payment for advertisements shall be made in 7 days after the invoice has been issued. The fine for delay is 0.15 % per day. Orders for advertisements are accepted from the clients whose payment obligations to AS Ajakirjade Kirjastus have been fulfilled.

Invoices for the advertisements proceed from the advertising rates valid at the time the ads are published.

Presenting claims

Claims for the defects that may have arisen in the process of publication are accepted only in case they are submitted in written form within 7 days after the advertisement is published.

AS Ajakirjade Kirjastus has the right to make alterations in advertising prices and deadlines for submitting advertising materials.