

MyStockmann Magazine Media Book

2025

MyStockmann Magazine

MyStockmann Magazine is a high-class printed magazine, which will be published twice in 2025.

Distribution size is circa 200 000 copies of which 180 000 are mailed directly to our best loyal customers and 20 000 are distributed in the Stockmann department stores in Finland.

The content is based on current trends, seasonal topics and input from our extensive loyal customer surveys and interviews.

The content is divided into two sections:

1. Inspirational content about trends and novelties that are interesting to our customers in the upcoming season.
2. Our most appreciated loyal customer benefits – the monthly offers from Stockmann and our partners.

The magazine will be available in both Finnish and Swedish.



Magazine schedule for 2025

SCHEDULE

May: Summer celebration fashion, gift ideas and summer, monthly MyStockmann benefits

Published on 30.4.2025 80 pages + covers Ad deadline 14.3.2025

November: Preparing for Christmas, the festive season and gift ideas, monthly MyStockmann benefits

Published on 30.10.2025 96 pages + covers Ad deadline 25.9.2025



Advertising rates for 2025

ADVERTISING RATES

Advertising rates (VAT 25,5 % will be added)

- Full page 7 000 €
- Double page spread 14 000 €
- Back cover 8 000 €

Advertising materials separately in both Finnish and Swedish or only in English.

Reservations and inquiries: stockmann.media@stockmann.com

TERMS AND CONDITIONS

Media is available for suppliers, tenants and loyalty program partners of Stockmann. Stockmann reserves the right to choose all content that is published. It is not allowed to forward the media space to a third party or to utilize it for marketing third party brands, products or services without prior consent from Stockmann.

Cancellations must be made to stockmann.media@stockmann.com.

Cancellations made less than 14 days before the material deadline will be charged 50 % of the agreed price. VAT 25,5 % will be added to all media prices.



Technical specifications

FULL PAGE SIZE

Full page	Height	Width
Trim	260 mm	205 mm
Bleed	266 mm	211 mm
Type area	240 mm	185 mm

DOUBLE PAGE SPREAD SIZE

Double page spread*	Height	Width
Trim	260 mm	410 mm
Bleed	266 mm	416 mm
Type area	240 mm	390 mm

Allow 6mm for gutter if run of magazine. Allow 10mm for gutter if inside front cover double page spread or page 3 double page spread.

***please supply as two separate PDF - see spec on the right on this page.**

DELIVERY INSTRUCTIONS

PDF adhering to the correct specification to be supplied to: <https://stockmann.heku.fi/>

INCORRECT

NO PUSH APPLIED ACROSS GUTTER



CORRECT

5MM PUSH APPLIED EITHER SIDE OF GUTTER (DOUBLE IMAGE)



Technical specifications

OUTSIDE BACK COVER ADVERTISEMENT

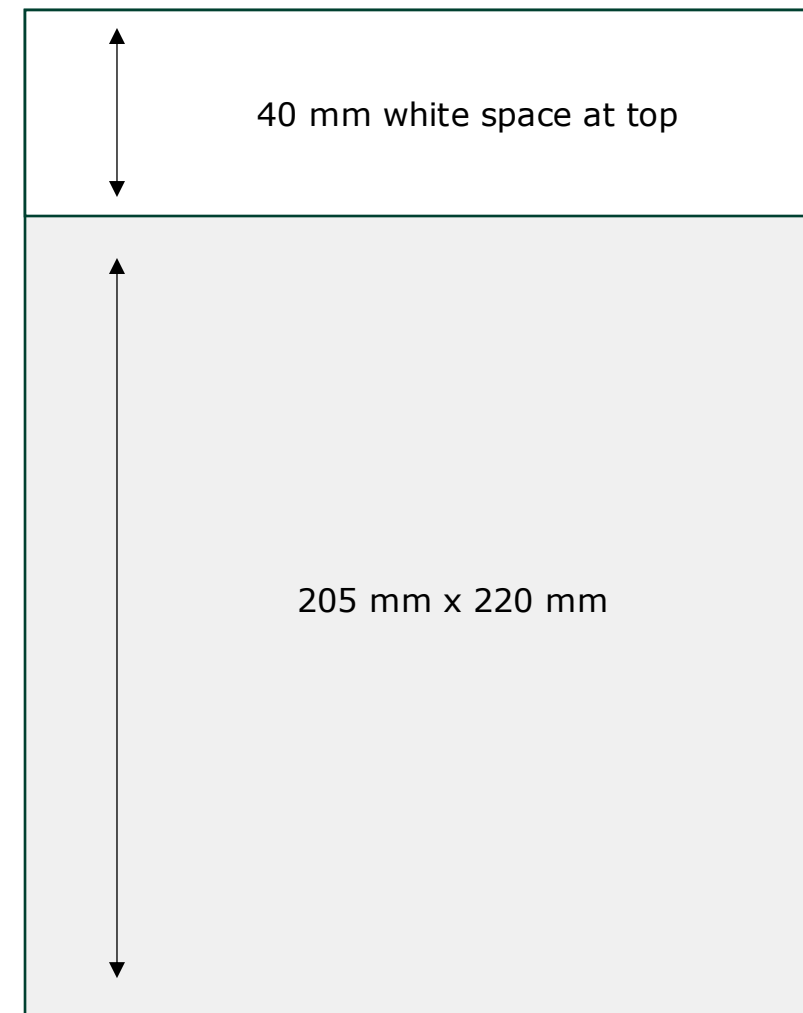
Full page	Height	Width
Trim	260 mm	205 mm
Bleed	266 mm	211 mm
Type area	240 mm	185 mm

If your advertisement is being positioned on the outside back cover you will need to be aware that there is a 40mm white space at the top of the back cover page.

Do NOT include this white space in your file!

DELIVERY INSTRUCTIONS

PDF adhering to the correct specification to be supplied to: <https://stockmann.heku.fi/>



Technical specifications

- Please supply a single page PDF 1.3 produced to PDF/X-1a:2001 standard as defined by ISO15930-1
- PDF output intent should be PSO Coated v3 (FOGRA51)
- PDFs should not be produced by Adobe PDF writer, JAWSpdf, gDoc or similar 'desktop' PDF creation tools
- PDFs must either have no cropbox defined or have a crop box set to the same size as the Media Box
- PDFs must contain a valid trim box
- Quark, Indesign, EPS, PSD, TIFF or jpeg files are not accepted
- Double Page Spread adverts should be supplied as two separate single page PDFs labelled 'Left' & 'Right'
- When text runs across a DPS advert please add a 6mm gutter allowance (3mm each side of the spine) in addition to any natural word and letter spacing to accommodate for the spine gutter
- If there is a single image across the spine gutter on a DPS advert and it is important that all the image is printed in full, then the image box should be duplicated and moved (pushed) out 3mm on either side of the spine (6mm total) for gutter allowance.
- If you have a DPS advert running across IFC & p3, please contact the production manager (see contact details on the last page) and see p4 attached for a visual of how it should look.
- Please ensure that the document is set up with 3mm bleed to each side and ensure that any items in Indesign fill the bleed area if necessary
- Images in the advert should be 8bit, 300dpi and converted to PSO Coated v3 (FOGRA51) * to ensure a Total Area Coverage Ink limit of no more than 300%

- Images should not use JPEG2000 compression
- Transparent objects must be flattened when producing the PDF
- Multiple Master and True Type fonts must not be used
- All Fonts must be embedded
- Please check that white text is not set to overprint
- Adverts should contain no SPOT (ie. PANTONE) colours
- Language options for ad: English or Swedish and Finnish
- It is the advert suppliers responsibility to check that overprint settings on the advert are correct.
- PDFs should be accompanied by a Fogra certified CMYK contract hard proof run at 100% from the PDF supplied.
- For text heavy advertising add the word 'ILMOITUS' (in no less than 18 point) to the top of the page advertisement.
- Please contact the Production Manager to confirm location of text.

DISCLAIMER: PDF's that do not adhere to the required specifications will fail flightcheck and be returned to the supplier. Stockmann will not accept responsibility for errors in final reproduction if required specifications are not adhered to.

* The ECI offset profile PSOcoated_v3.icc is based on the characterization data set "FOGRA51.txt" applicable to the following reference printing condition according to the international standard ISO 12647-2:2013:

