MyStockmann
Magazine
Media Kit 2022

Finland
Updated 17.12.2021
The MyStockmann Magazine

MyStockmann Magazine is a regularly published, high-class printed magazine available also online.

Print amount is 225 000 copies of which 200 000 are mailed directly home to our best loyal customers. The remaining are distributed via our department stores and webstore deliveries.

The concept was renewed in 2021 based on input from extensive and reoccurring loyal customer surveys and interviews:

Customer satisfaction of the MyStockmann Magazines is excellent and clearly over the average customers satisfaction. The fact that there is a printed version of the magazine and that it is sent to home is generating most positive feedback. Customers like the versatile content, including monthly offers, inspiration and articles. Analysis done for September 2021 Magazine shows that the magazine is both activating MyStockmann members to visit and to buy with higher average purchase.

The content is divided into two sections:

1. Inspiration for our customers about trends and newness they want to know about for the upcoming season
2. Share the most appreciated benefits – the monthly loyal customer offers from Stockmann and its partners

The magazine is available in Finnish and Swedish.
Magazine calendar for 2022

**CALENDAR**

**February: Stockmann 160 years & MyStockmann loyalty program update**  
Published 31.1.2022  40 pages + covers  Ad deadline 14.12.2021

**March: Spring newness & Trends**  
Published 28.2.2022  80 pages + covers  Ad deadline 27.1.2022

**May: Festive season & Summer tips**  
Published 1.5.2022  80 pages + covers  Ad deadline 31.3.2022

**September: Fall newness & Trends**  
Published 31.8.2022  80 pages + covers  Ad deadline 29.7.2022

**November: Christmas big issue**  
Published 1.11.2022  96 pages + covers  Ad deadline 27.9.2022

**December: Gift ideas**  
Published 30.11.2022  48 pages + covers  Ad deadline 27.10.2022

**Please note!** The production schedule is optimized and delays are not allowed.
Advertising rates for 2022

ADVERTISING RATES

Advertising rates (VAT 24 % will be added)

- Full page 7 000 €
- Double page spread 13 000 €
- 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 media space to a third party or to utilise 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 24 % will be added to all media prices.
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, IAWSpdf, gDoc or similar ‘desktop’ PDF creation tools
- PDFs must either have nocrop box 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 (DPS) ads should be supplied as two separate single page PDFs labelled ‘Left’ & ‘Right’
- When text runs across a DPS advert please add a 6 mm gutter allowance (3 mm 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 ad and it is important that all the image is printed in full, then the image box should be duplicated and moved (pushed) out 3 mm on either side of the spine (6 mm total) for gutter allowance.
- If you have a DPS ad running across inside front cover and page 3, please contact the production manager and see attached for a visual of how it should look.
- Please ensure that the document is set up with 3 mm bleed to each side and ensure that any items in InDesign fill the bleed area if necessary.
- Images in the ad should be 8 bit, 300 dpi 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
- Ads should contain no SPOT (i.e. PANTONE) colours
- Language options for ad: English or Swedish and Finnish
- It is the ad supplier’s responsibility to check that overprint settings are correct.
- PDFs should be accompanied by a Fogra certified CMYK contract hard proof run at 100 % from the PDF supplied.
- For text heavy ads add the word F: ILMOITUS or SW: ANNONS (in no less than 18 point) to the top of the page advertisement.
- Please contact the Production Manager to confirm location of text.

DISCLAIMER: PDFs that do not adhere to the required specifications will fail flight check and be returned to the supplier. Stockmann will not accept responsibility for errors in final reproduction if required specifications are not followed.

* 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:
Technical specifications

**FULL PAGE SIZE**

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<thead>
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<td>Type area</td>
<td>240 mm</td>
<td>185 mm</td>
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**DOUBLE PAGE SPREAD SIZE**

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<td>Type area</td>
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Allow 6 mm for gutter if run of magazine. Allow 10 mm 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.
Technical specifications

OUTSIDE BACK COVER ADVERTISEMENT

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<td>Type area</td>
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If your advertisement is being positioned on the outside back cover you will need to be aware that there is a 40 mm 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:

NEW! stockmann.hecku.fi