

MEDIAKIT 2024

# KYLMÄ EXTRA

REFRIGERATION - AIR CONDITIONING - HEAT PUMPS

KYLMÄextra magazine is the one and only professional journal in Finland, that reaches Finnish decision-makers of refrigeration, air conditioning and heat pumps - all the way from contractors to end users and facility managers.

KYLMÄextra is owned by experts in the field of refrigeration and so it meets the requirements for demand.

**Note!**  
Add 5 mm bleed  
to each side of  
material.

## ADVERTISEMENT SIZES AND RATES

(+ VAT 24%)



Spread  
420 x 297 mm  
**5695 €**

1/1 page  
210 x 297 mm  
**3530 €**

1/2 page  
vertical  
210 x 148 mm  
**2210 €**

1/2 page  
horizontal  
105 x 297 mm  
**2210 €**

1/3 page  
vertical  
210 x 99 mm  
**1820 €**

1/4 page  
vertical  
210 x 74 mm  
**1435 €**

1/4 page  
horizontal  
105 x 148 mm  
**1435 €**



# FREAA

FINNISH REFRIGERATION ENTERPRISES ASSOCIATION

## COVERS AND INSERTS

(+ VAT 24%)

### COVERS:

Front cover interior ..... **4185 €**  
Back cover interior ..... **3950 €**  
Back cover ..... **4885 €**

### INSERTS:

A5-A6 ..... **2850 €**  
A4 ..... **4045 €**  
A3 ..... **5340 €**

Other sizes of inserts and price settings by agreement.

Please ask for more information:  
*saara.kerttula@skll.fi*,  
tel. +358 9 759 1166.

## TERMS OF PAYMENT AND INVOICING

All the prices stated above are billing prices of the journal. VAT 24% will be added to billing prices.

Terms of payment: 14 days net.  
Interest on delayed payments: 8%.

## CANCELLING ADVERTISEMENT

Later than 8.4.2024 (No. 1) and  
10.10.2024 (No. 2) cancelled advertisements  
will be charged 50% of the price.

Reclamations in writing in 14 days after publication.  
Responsibility of the publisher is limited to concern  
only the price of the advertisement.

## ONLINE BANNER ADS

Header banner size 1200 x 120 pixels  
700 €/month  
Home page column size 514 x 514 pixels  
430 €/month

## ADVERTISING SALES

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## ADVERTISEMENT MATERIAL

Add 5 mm bleed to each side of material.

Photos 300 dpi, color profile CMYK

Color- and printing profiles:

[www.punamusta.com/en/our-guidelines](http://www.punamusta.com/en/our-guidelines)

Press quality PDF (CMYK & fonts embedded).

Back cover material should be 30 mm smaller  
than other pages (210 x 267 mm).

Delivery e-mail: *saara.kerttula@skll.fi*

## SCHEDULE 2024

	<i>Reservations</i>	<i>Material</i>	<i>Release</i>
No 1	25.3.2024	8.4.2024	30.4.2024
No 2	26.9.2024	10.10.2024	31.10.2024

## PUBLISHER

**Suomen Kylmäliikkeiden Liitto ry / Finnish  
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