



Media-information 2024

A music magazine for musicians and audio people

- 29.th volume
- six issues per year
- basic print-run 2300 copies / issue, extra-spread on selected fair events
- Riffi on-line: www.riffi.fi ≈ 10 000 individual visitors / month

Editorial office

Riffi & Riffi-publications
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Media sales and information

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Prices for subscriptions & single issue 2023:

- as continuous subscription 64,00 € (first year, in Finland)
- as a six issue volume 75,00 € (in Finland)
- single issue on news stand 12,70 €

SCHEDULE 2024	Booking	Materials to be edited by Riffi	Print-ready files	Release date
• Riffi 1/2024	25.1.2024	30.1.2024	1.2.2024	13.2.2024
• Riffi 2/2024	28.3.2024	2.4.2024	4.4.2024	17.4.2024
• Riffi 3/2024	23.5.2024	27.5.2024	29.5.2024	12.6.2024
• Riffi 4/2024	13.8.2024	12.8.2024	15.8.2024	28.8.2024
• Riffi 5/2024	3.10.2024	7.9.2024	10.10.2024	23.10.2024
• Riffi 6/2024	21.11.2024	25.11.2024	28.11.2024	11.12.2024

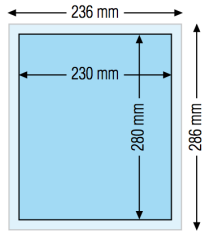
RIFI 2024 – Prices on print		
Free placement	€ (vat 0)	
1/4-page	790,00	four different forms, details below
1/3-page	1020,00	size 60*252, width * height, mm
1/2-page	1420,00	four different forms, details below
1/1-page	2750,00	two different forms, details below
2/1-page	3500,00	size 460 * 280, width * height, mm
Solid placement	€ (alv 0)	
page 2. (inside of the front cover)	2800,00	Booking as a year contract (six issues)
page 3.	2800,00	Booking as a year contract (six issues)
page 5. (next to the editorial)	2800,00	Booking as a year contract (six issues)
page 7. (next to the TOC)	2800,00	Booking as a year contract (six issues)
centerfold	3500,00	Booking as a year contract (six issues)
back cover	2900,00	Booking as a year contract (six issues)
The Show-Off	€ (alv 0)	
1/6-page std. slot	460,00	as a single slot on a given issue
1/6-page std. slot	410,00	as a pack of three slots on given issues
1/6-page std. slot	385,00	as a pack of four slots on given issues
1/6-page std. slot	360,00	as a pack of five slots on given issues
1/6-page std. slot	325,00	as a pack of six slots on given issues

Prices valid from 1.1.2024, subjects to a change on a further notice.

Riffi – advertisement sizes

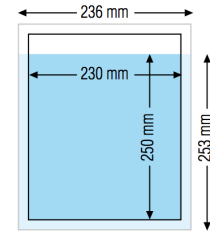
A whole page

The final size on a clean cut sheet:
width 230 mm, height 280 mm
For the lay-out: add 3mm bleed on each and every edge



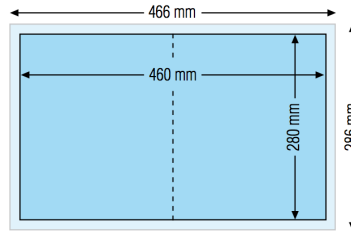
The back cover

The final size on a clean cut sheet:
width 230 mm, height 250 mm
For the lay-out: add 3mm bleed on left and right sides plus bottom



A whole page

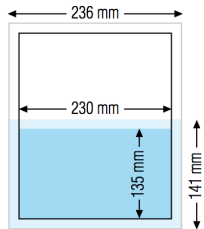
The final size on a clean cut sheet:
width 460 mm, height 280 mm
For the lay-out: add 3mm bleed on each and every edge



A half page option 1

(lay-out uses the whole printable area)

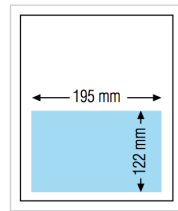
The final size on a clean cut sheet:
width 230 mm, height 135 mm
For the lay-out: add 3mm bleed on each and every edge



A half page option 2

(lay-out uses the area within page margins)

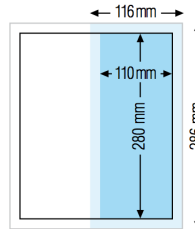
The final size on a clean cut sheet:
width 195 mm, height 122 mm
No bleeds needed.



A half page option 3

(lay-out uses the whole printable area)

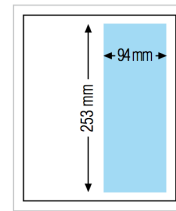
The final size on a clean cut sheet:
width 110 mm, height 280 mm
For the lay-out: add 3mm bleed on each and every edge



A half page option 4

(lay-out uses the area within page margins)

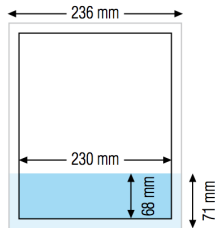
The final size on a clean cut sheet:
width 94 mm, height 253 mm
No bleeds needed.



A 1/4-page option 1

(lay-out uses the whole printable area)

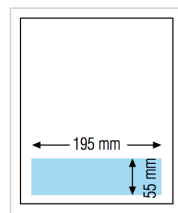
The final size on a clean cut sheet:
width 230 mm, height 68 mm
For the lay-out: add 3mm bleed on left and right side plus bottom edge



A 1/4-page option 2

(lay-out uses the area within page margins)

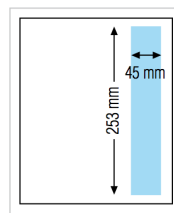
Width 195 mm, height 55 mm



A 1/4-page option 3

(lay-out uses the area within page margins)

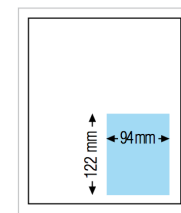
Width 45 mm, height 253 mm



A 1/4-page option 4

(lay-out uses the area within page margins)

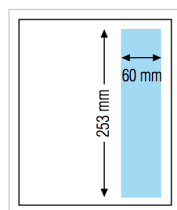
Width 94 mm, height 122 mm



A 1/3-page

(lay-out uses the area within page margins)

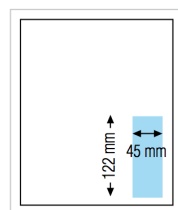
Width 60 mm, height 253 mm



A 1/8-page

(lay-out uses the area within page margins)

Width 45 mm, height 122 mm



The Show-Off

- Standard modules (≈ 1/6-page): width 93 mm, height 75 mm
- Material to be delivered as a print-ready file
- Placed in the end of the magazine, on sequencing right hand pages



riffi.fi
prices for web-banners
24.10.2024

"Campaign 1"

This slot will be visible only when occupied by an active banner.

This slot is available only for a short-term use since it forces all other content to move downwards which can be considered as a bit of a nuisance for the visitors.

980*400
pixels

The screenshot shows the Riffi website homepage. At the top, there's a navigation bar with 'LEHTI', 'ARTIKKELIT', 'GALLERIA', 'YHTEYSTIEDOT', and 'RIFFI-KAUPPA'. Below that, there's a 'UUSIN NUMERO' section with articles about USB Pro II, VMK25, and Seymour Duncan. There are also advertisements for MSONIC pedals, BLUESCASE transport cases, and GENELEC speakers. At the bottom, there's a 'CAMPAIGN 2' section with more equipment ads like Source Audio Zio and Universal Audio pedals.

728*90
pixels

300*300
pixels

300*300
pixels

300*400
pixels

300*300
pixels

"Campaign 2"

640*100 pixels

This section shows two main advertisements. On the left, Source Audio Zio is advertised as a sound booster for guitars. On the right, Universal Audio's 1176 studio compressor is featured. Below these are smaller ads for POJAT pedals and a 'Kellari' advertisement.

300*300
pixels

300*300
pixels

size	€/week	€/ 2 weeks	€/ 4 weeks
300*150	60,00	90,00	105,00
300*200	75,00	131,25	138,75
300*250	90,00	157,50	166,50
300*300	110,00	192,50	203,50
300*350	120,00	210,00	222,00
300*400	130,00	195,00	240,50
300*450	140,00	210,00	259,00
300*500	150,00	225,00	277,50
300*550	160,00	240,00	296,00
300*600	170,00	255,00	314,50
640*100	180,00	270,00	333,00
728*90	150,00	225,00	277,50
980*400	200,00	-	-

Att!

All active banners are open and visible throughout the whole contract period – no hidden nor randomized shows for selected visitors.

All active banners are shown to each and every visitor (ad-blocking apps may disturb our intentions, how ever).