



## Media-information 2021

### A music magazine for musicians and audio people

- 26.th volume
- six printed issues per year
- basic print-run 2400 copies / issue, extra-spread on selected fair events
- Riffi on-line: [www.riffi.fi](http://www.riffi.fi) ≈ 13 000 individual visitors / month (source: Google Analytics)

### Editorial office

Riffi & Riffi-publications

Kirkonkyläntie 103 B

00740 HELSINKI FINLAND

Tel. + 358 (0)9 3475 6380 E-Mail: [riffi@riffi.fi](mailto:riffi@riffi.fi)

### Media sales and information

Mr. Lauri Paloposki, editor-in-chief

Tel. +358 40 501 2745

Email: [lauri.paloposki@riffi.fi](mailto:lauri.paloposki@riffi.fi)

### Prices for subscriptions & single issue 2020:

- as continuous subscription 58,50 € (first year)
- as a six issue volume 67,50 €
- single issue on news stand 11,30

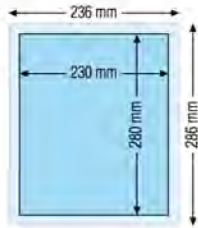
SCHEDULE 2021	Booking	Material delivery (if lay needs editing)	Material delivery (print-ready files)	Release date
• Riffi 1/2021	18.1.2021	22.1.2021	29.1.2021	10.2.2021
• Riffi 2/2021	15.3.2021	19.3.2021	26.3.2021	7.4.2021
• Riffi 3/2021	17.5.2021	20.5.2021	27.5.2021	9.6.2021
• Riffi 4/2021	6.8.2021	9.8.2021	13.8.2021	25.8.2021
• Riffi 5/2021	27.9.2021	30.09.2021	7.10.2021	20.10.2021
• Riffi 6/2021	15.11.2021	18.11.2021	25.11.2021	8.12.2021

RIFFI 2021 – PRICES ON PRINT		
<b>FLOATING PLACEMENT</b>	<b>€ (vat0)</b>	
1/4-page	720,00	four different forms, details below
1/3-page	920,00	size 60*252, width*height, mm
1/2-page	1400,00	four different forms, details below
1/1-page	2480,00	two different forms, details below
2/1-page	3700,00	size 460*280, width*height, mm
<b>FIXED PLACEMENT</b>		
	<b>€ (vat0)</b>	
2 (inside of the front cover)	2550,00	Booking as a year pack (all six issues)
3	2550,00	Booking as a year pack (all six issues)
5 (next to the editorial)	2550,00	Booking as a year pack (all six issues)
7 (next to the TOC)	2550,00	Booking as a year pack (all six issues)
centerfold	3800,00	Can be booked for single issues
inside of the back cover	2550,00	Booking as a year pack (all six issues)
back cover	2700,00	Minimum booking four issues per year
<b>"Show off"</b>		
	<b>€ (vat0)</b>	
1/6-page standard module	450,00	a booking for a single module on a single issue
1/6-page standard module	400,00	a year contract featuring three modules on selected issues
1/6-page standard module	365,00	a year contract featuring four modules on selected issues
1/6-page standard module	340,00	a year contract featuring five modules on selected issues
1/6-page standard module	315,00	a year contract featuring six modules – one module per issue
<b>"Shopping window"</b>		
	<b>€ (vat0)</b>	
Standard frame, small	175,00	a single booking
Standard frame, small	155,00	a year contract for three issues
Standard frame, small	145,00	a year contract for four issues
Standard frame, small	135,00	a year contract for five issues
Standard frame, small	125,00	a year contract for six issues
<b>Standard frame, double</b>		
Standard frame, double	350,00	a single booking
Standard frame, double	310,00	a year contract for three issues
Standard frame, double	290,00	a year contract for four issues
Standard frame, double	270,00	a year contract for five issues
Standard frame, double	250,00	a year contract for six issues

# Riffi – advertisement sizes

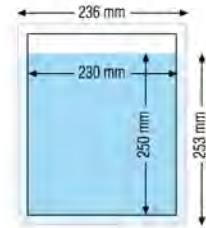
## A whole page

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



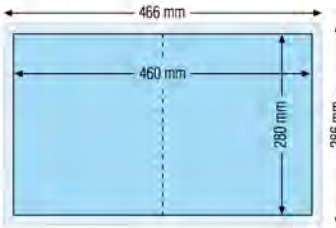
## The back cover

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

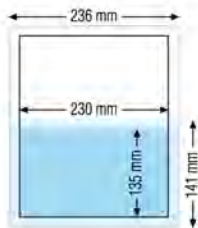
The final size on a clean cut sheet: width 460 mm, height 280 mm  
For the lay-out: add 3mm bleed on each and every edge



## A half page option 1

(lay-out uses the whole printable area)

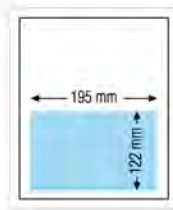
The final size on a clean cut sheet: width 230 mm, height 135 mm  
For the lay-out: add 3mm bleed on each and every edge



## A half page option 2

(lay-out uses the area within page margins)

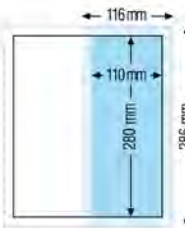
The final size on a clean cut sheet: width 195 mm, height 122 mm  
No bleeds needed.



## A half page option 3

(lay-out uses the whole printable area)

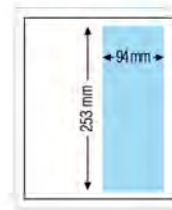
The final size on a clean cut sheet: width 110 mm, height 280 mm  
For the lay-out: add 3mm bleed on each and every edge



## A half page option 4

(lay-out uses the area within page margins)

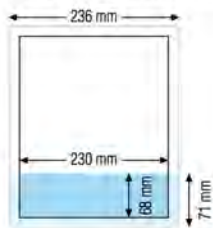
The final size on a clean cut sheet: width 94 mm, height 253 mm  
FN o bleeds needed.



## A 1/4-page option 1

(lay-out uses the whole printable area)

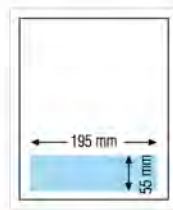
The final size on a clean cut sheet: width 230 mm, height 68 mm  
For the lay-out: add 3mm bleed on left and right side plus bottom edge



## A 1/4-page option 2

(lay-out uses the area within page margins)

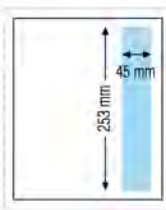
Width 195 mm, height 55 mm



## A 1/4-page option 3

(lay-out uses the area within page margins)

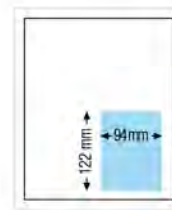
Width 45 mm, height 253 mm



## A 1/4-page option 4

(lay-out uses the area within page margins)

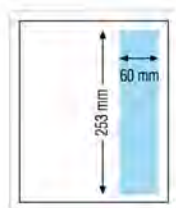
Width 94 mm, height 122 mm



## 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

## The Shopping-Window

- Standard frame, small: width 60 mm, height 76 mm
- Standard frame, double: width 127 mm, height 76 mm
- Material to be delivered as separate components, lay-out to be done by Riffi
- Placed on the front part of the magazine as continuous catalog-type section



# Riffi – The Shopping Window



- designed for retail shops
- standard-modules – single / double
- product + price + shop info
- uniform catalogish lay-out
- graphic design by Riffi
- Shopping window is placed on the first half of the magazine

# Riffi – The Show Off

- designed for universal marketing
- standard-modules 93 mm \* 75 mm
- placing always on the right hand side page
- editorial content placed always on the same fold
- graphic design by the advertiser
- Show Off is placed on the last sequencing folds of each issue

