

Riffi

Media Information **2012**

About

Riffi is a magazine about making music using modern technology.

Riffi is written for people, who are truly devoted to their musical activities – as a hobby or profession. Riffi is published seven times a year, and each issue has around 80 pages filled with useful information. Reviews of new instruments, software and other pieces of equipment play a major role in our publication. Articles dealing with the basic theory of different related subjects – from room acoustics to the use of current computer-based applications – give Riffi a definite competitive edge. Each issue offers our readers valuable information and interesting insights into the world of music making – be it onstage or in the studio.

Riffi caters to people truly devoted to their music. When general product information and basic common knowledge just isn't enough, we step into the picture. Our loyal and steadily growing readership speaks for itself.

Lauri Paloposki,
Editor-in-chief

www.riffi.fi



Sizes and advertising prices



Width: 460 mm
Height: 280 mm



Width: 230 mm
Height: 280 mm



Width: 230 mm
Height: 250 mm

Regular places

Pages 2, 3, 5 2 200 €

Inside of
back cover 2 200 €

Back cover 2 550 €



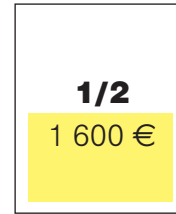
Width: 110 mm
Height: 280 mm



Width: 94 mm
Height: 252 mm



Width: 230 mm
Height: 135 mm



Width: 195 mm
Height: 122 mm



Width: 94 mm
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Width: 230 mm
Height: 68 mm



Width: 195 mm
Height: 55 mm



Width: 45 mm
Height: 252 mm



Width: 60 mm
Height: 252 mm



Width: 45 mm
Height: 122 mm



Width: 230 mm
Height: 20 mm

Service guide advertisement

Prices for one year
agreement (7 issues):

42 mm × 30 mm 545 €

42 mm × 50 mm 820 €

42 mm × 100 mm 1 340 €

90 mm × 30 mm 820 €

90 mm × 65 mm 1 645 €

Deadlines

Issue	Advance reservation	Delivery of material	Publishing date
1/2012	4.1.2012	11.1.2012	wed 25.1.2012
2/2012	15.2.2012	22.2.2012 (Musikmesse Frankfurt 21.–24.3.2012)	wed 7.3.2012
3/2012	4.4.2012	11.4.2012	wed 25.4.2012
4/2012	16.5.2012	23.5.2012	wed 6.6.2012
5/2012	15.8.2012	22.8.2012	wed 5.9.2012
6/2012	26.9.2012	3.10.2012	wed 17.10.2012
7/2012	14.11.2012	21.11.2012	wed 5.12.2012

Reductions

Reduction based on a one-year contract:

Two advertisements booked	-10%
Three advertisements booked	-15%
Four advertisements booked	-20%
Five advertisements booked	-25%
Six advertisements booked	-30%
Seven or more advertisements booked	-35%

Reductions are valid, when all advertisements are booked in writing at the same time.

If the number of advertisements is reduced during the contract period, the customer will be charged according to the actual number of advertisements placed.

We grant a 20% reduction to authorized PR-agencies. This reduction cannot be combined with other reductions.

Cancelling the advertisement

Cancellation has to be done at least one week before the date for material delivery (except force majeure). If the advertisement is cancelled after this date, the customer will be charged for the reserved space.

Responsibility and complaints

The publisher is not responsible for any damages (direct or indirect), caused by unpublished advertisements due to technical or other reasons not depending on the publisher.

The responsibility of the magazine is limited to cover the actual price of the advertisement.

The publisher is not responsible for possible errors included in the original file supplied by the advertiser.

All complaints have to be made within eight days after the actual publishing date.

All prices quoted are in euros. All additional costs for material and labour, as well as VAT, will be added.

Idemco Oy reserves the right to change these specifications without further notice.

Riffi on the Internet

Riffi's website www.riffi.fi also offers space for advertisements. Please contact us for details!

www.riffi.fi

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Prices 2012

Price of one single issue
bought at a newsstand: 8,85 €

One-year subscription:
65,50 € / seven issues

Continual subscription:
55,30 € / seven issues

Technical information

Size: 230 mm x 280 mm

Material: print-ready files
resolution 300dpi

Printrun: > 5 000 pieces

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