

GOLD, SILVER & WATCH

RATECARD 2020

MAGAZINE WILL BE
PUBLISHED IN APRIL
AND OCTOBER

Gold, Silver & Watch is a modern magazine headed to all retailers of jewellery business. In the magazine we introduce our products and cooperation partners. The magazine serve as well professionals as consumers and it will also be published in digital format.



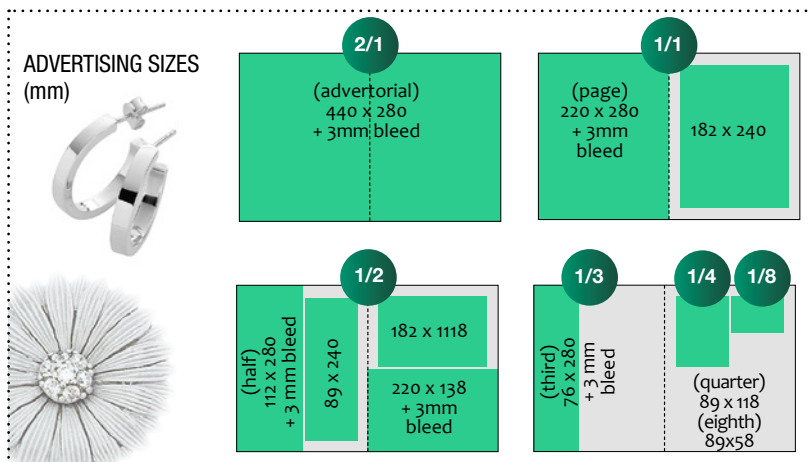
ADVERTISING SIZES AND RATES

Ad	Size (mm)	Price (€)
1/1	220 x 280 tai 182 x 240	850
1/2 vertical	112 x 280 tai 89 x 240	600
1/2 horizontal	220 x 138 tai 182 x 118	600
1/3	76 x 280	420
1/4	89 x 118	370
1/8	89 x 58	140
1/12 service catalogue	58 x 54	100

Special positions

Back cover 1/1	(size 220 x 255)	1200
2. and 3. cover 1/1	(220 x 280 or 182 x 240)	1100

The current value added tax (24 %) will be added to the prices.



PRINT AND CIRCULATION 2000 kpl

DELIVERY Jeweller stores around Finland. The magazine will also be published in digital format.

PUBLISHERS Hopealiekki Oy ja K.J.Koru Oy,
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0400 530 541 | www.silverbar.fi,
www.silverlux.fi, www.kjkoru.com

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TECHNICAL DATA 220 x 280 mm, offset,
coated paper, stitching

PRINTING HOUSE Printall

CUSTOMER REGISTER Hopealiekki Oy,
K.J.Koru Oy, Taalintehtaan Kulta Oy and
public customer registers.

MATERIAL REQUIREMENTS Print ready
pdf-file, that includes all elements coming
to ad (pictures, graphics, fonts). The pictures
in material have to be in CMYK-form and with
the resolution of 300.

MATERIAL TRANSFER Send the ad material by
e-mail to : petri.silverbar@gmail.com and
atte@vitale.fi.
Deadline to spring magazine: **17.4.2020**.
Deadline to autumn magazine: **1.10.2020**.

LIABILITY FOR MISTAKES: The magazine has
the right not to publish the advertisement.
The client is responsible for ensuring that the
material submitted for publication does not
infringe the copyright of others and does not
contain material which would violate legislation
regulating communication or publishing,
or other regulations on marketing issued
concerning advertising and good practice.

ALSO IN DIGITAL FORMAT!

Advertise in digital magazine is
included to all our advertising rates.
issuu.com/sbc-lehdet.



Silver Bar

Silver Lux
by Silver Bar

CLASSIC
SILVER