

# Life

MAGAZINE



## Life Magazine – *a magazine about money and life*

Life Magazine is a premium quality financial periodical published twice each year. It covers current topics, presents interesting names in the field, and probes future trends every six months. Life Magazine creates interesting discussion topics about a rich life.

Life Magazine has a strong hold on money and life, increasing wealth and building security. The magazine provides a smart outlook on both micro and macroeconomic phenomena, investments and wealth management, entrepreneurship, leadership and risk management.

Life Magazine offers advertisers an exceptionally cultured and successful target group with great purchasing power. Wishing you inspiring reading moments

Niina Riihelä  
*Editor-in-chief*

### ADVERTISEMENT SALES:

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**PUBLICATION:** twice a year

**CIRCULATION:** print run 90 000 copies

**DISTRIBUTION:** 80 000 copies are distributed together with Talouselämä magazine. Mandatum Life client meetings and selected distribution to Mandatum Life's clients.

**PUBLICATION SIZE:** 220 x 297 mm

**PAGE COUNT:** 72 + 4 (covers)

**PAPER:** cover Galerie Art Gloss 250 g/m<sup>2</sup>, inner pages Novapress Silk 90 g/m<sup>2</sup>, glossy varnish on the cover

**PRINTING:** rotation

**BINDING:** glue binding

### ADVERTISING RATES AND SIZES:

Size	Rate, €	Measurements, mm
2/1	7 600	440 x 297
1/1	4 400	220 x 297
Opening spread	8 300	
3. cover and back cover	4 800	

### MATERIAL SCHEDULE:

Issue No.	Publ. date	Booking	Materials
1/2017	24.3.	16.2.	28.2.
2/2017	6.10.	29.8.	12.9.

**MATERIAL GUIDELINES:** Materials should be sent as PDF-files, with high resolution (300 dpi) CMYK pictures and graphs (EPS-, JPG- or TIFF-format). RGB- or Index-colours, ICC-profiles, or OPI-links are not permitted. Adobe fonts. Preferable format PDF/X-1a200, with 4 mm bleeds and crop marks.

**CONDITIONS AND TERMS OF PAYMENT:** 14 days net after publication, interest on delayed payments 13%. Any reclamations on printed advertisements must be made in writing within 7 days of publication. A cancellation fee of 50% of the payment agreed upon in writing will be charged for cancellations made after the booking deadline. The Publisher's maximum liability to the Advertiser regarding any mistakes made in publishing the advertisement is limited to the price of the advertisement.

**TARGET GROUPS:** ☞ decision makers ☞ entrepreneurs ☞ prosperous and wealth-minded individuals