

PINNI

Pinni Mediacard

2024

Print | Some | Pinni.fi | Digipinni | Newsletters



Welcome to the world of Pinni!

PINNI is the leading media in the Finnish hair and beauty industry.

PINNI, proudly in its own category.

PINNI for 37 years.

Pinni is the common denominator of the hairdressing community. It is a source of information and inspiration tailored for professionals, almost a way of life. It is learned early in one's career and remains a reliable companion throughout all career twists and turns.

For 37 years, Pinni has provided top-notch content, trends, and professional skills in printed magazines and, more recently, in digital format. It has kept, and continues to keep, the reader informed about everything a professional needs to know right now. In addition to content creation, Pinni entertains, organizes celebrations and events, and is prominently involved in all that matters.

The year 2024 brings changes: we are heavily investing in the digital future. Print and digital formats alternate, and new digital professional services are in development. The iconic subscription-based print magazine will appear in 2024, even more substantial and at carefully selected intervals.

Each print issue will be numbered with double digits and, as usual, published as a digital e-magazine. Starting from the first issue of the year, interactive features such as videos, embedded links to new products, advertisements, articles, and hair fashion will be added to the digital versions. This was successfully experimented with during the time of the pandemic, and now we are returning to it.

The print issues will become even thicker and more impressive, with additional digital editions focusing on industry news, education, events, and rapid information dissemination, all while staying true to Pinni's traditional concepts. Please refer to the attached publishing schedule.

Printed Pinni is a high-quality, four-color publication printed on premium paper, reaching professionals in the hair and beauty industry nationwide. Despite being a professional magazine, a significant portion of salon clients also reads Pinni. The readership is several times higher than the circulation, and old issues don't lose their relevance. Last year's Pinni still feels fresh.

Pinni.fi website, social media channels, digital communication tools, and the annual Nordic Hair Star event, bringing together the hair and beauty industry, reinforce Pinni's diversity as the top media in the hair industry. Both print and digital communication channels provide advertisers with a unique opportunity to reach students, new entrepreneurs, and long-time professionals in the hair and beauty industry comprehensively and effectively.

Welcome aboard as a partner.

Important dates + Themes 2024

No.	Ad reservations & new products*	Ad materials	Published on	Themes
Print No. 1-2	5.2.	12.2.	29.2.	Best of Brand Houses. Trainers' hair fashion for spring/summer 2024 & spring makeup trends.
Digital No. 3	13.3.	18.3.	28.3.	Spring color brilliance and hair virtuosos.
Print No. 4-5	8.4.	15.4.	2.5.	Beautiful summer of Brand Houses. Celebration & Weddings & Sun. Hair accessories.
Digital No. 6	5.6.	10.6.	20.6.	Summer, travel, preview of fall hair fashion.
Digital No. 7	31.7.	5.8.	15.8.	Study trip to become a hair artist. Student extras.
Print No. 8-9	19.8.	26.8.	12.9.	Best of Brand Houses. Trainers' hair fashion for fall-winter 2024-2025 & fall makeup trends.
Print No. 10-11	21.10.	28.10.	14.11.	Brand Houses' autumn festivals, shows, and events.

Ad pricing & technical details 2024

Size		Price
2/1	460 x 297 + 3 mm trim	6.975€
1/1	230 x 297 + 3 mm trim	3.495€
1/2	Horizontal 230 x 148, vertical 115 x 297	1.890€
1/3	Horizontal 230 x 90, vertical 76 x 297	1.450€
1/4	Horizontal 230 x 70, vertical 57 x 297, "postcard" 115 x 148	1.055€
1/1	Front cover 230 x 297 Back cover 230 x 297	4.320€ / Ask for quote

All ads must have cutting marks and 3 mm of trimming allowance. Please deliver full spread ads as two separate pages. Fonts for ads smaller than full page must be converted into paths. Product samples/attachments and so on - contact us and ask for a quote. VAT 24 % added to all prices. Fixed position +15 %

Ad sizes magazine

Binding: Glued

Printing process: Offset

Printing area: A4/ 230 x 297mm.

Place of printing: Printall AS, Tallinn

Print run: 8,500 copies (minimum)

Digital ads to: Aineisto@pinni.fi

Email: Pinni@pinni.fi

Internet: www.pinni.fi

Instagram: @pinnilehti

Special Ad options

- ask for offer

"Wrap around": Wrap around band across the cover and target-glued to the advert spread on the inside pages.

High visibility stickers + attachments: Sticker solutions to attract special attention on the cover.

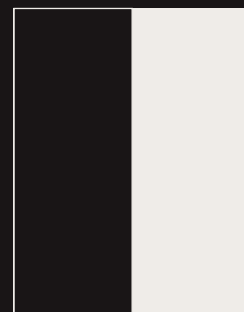
Attachment: Ad inserts of all sizes between the pages of the magazine

Product sample inserts: Customised solutions for product samples of all sizes and shapes on the inside pages.

Special cover: The cover fold opens directly as a full-spread advert that is impossible to miss.



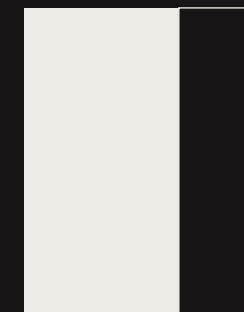
1/1 Full page



1/2 Vertical



1/2 Horizontal



1/3 Vertical



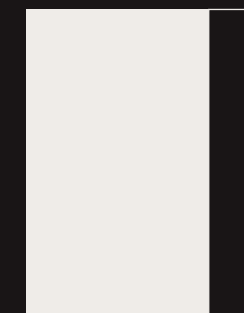
1/3 Horizontal



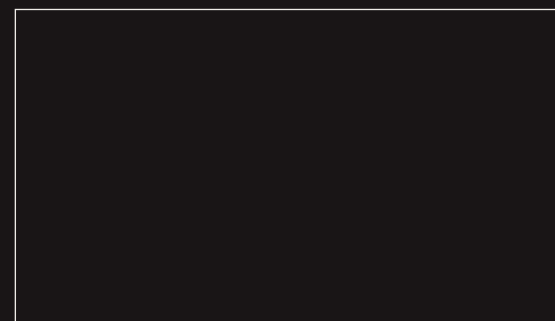
1/4 Post card



1/4 Horizontal



1/4 Vertical



2/1 Spread

Pinni.fi

Pinni.fi Pop Up 496€ / week
Pop-up ad, opens on the side by clicking, 496€/ week
Other Ad spots starting 496€ / week. Ask for an offer.

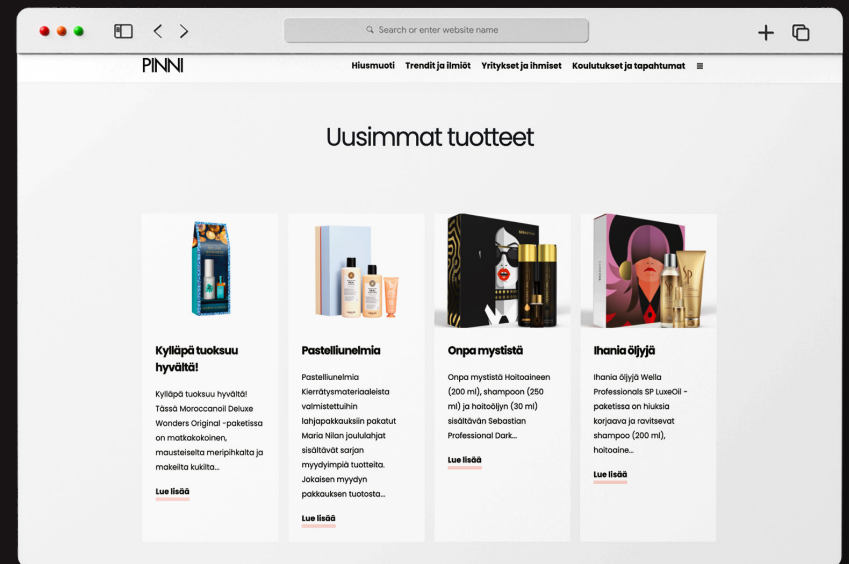
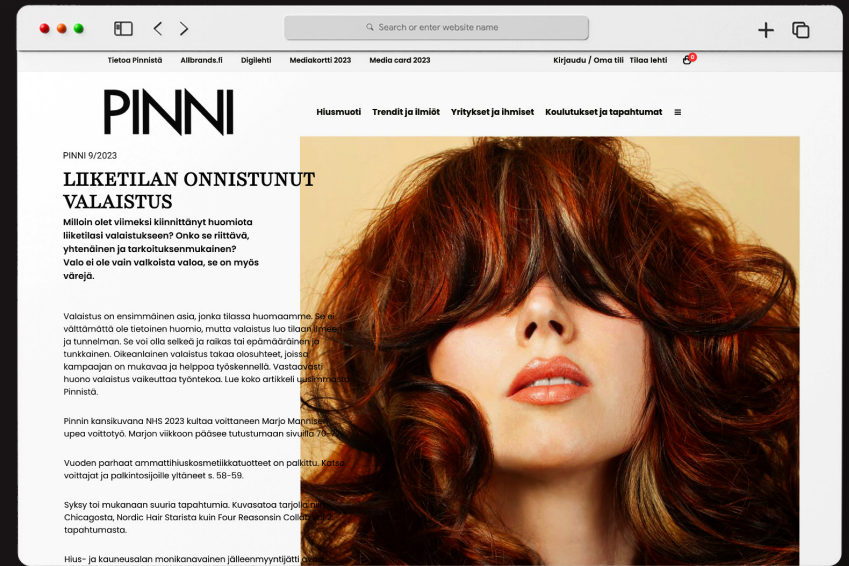
Buy & sell ads on the pinni.fi site:

* Free of charge twice a year for Pinni subscribers.

* For nonsubscribers 186€

All prices in euros. VAT + 24 %.

Customer is responsible for the accuracy of all materials.



Pinni's digital media in figures

Pinni.fi: Active monthly users on average 6500

Instagram: Followers 7340 - annual coverage 55 300

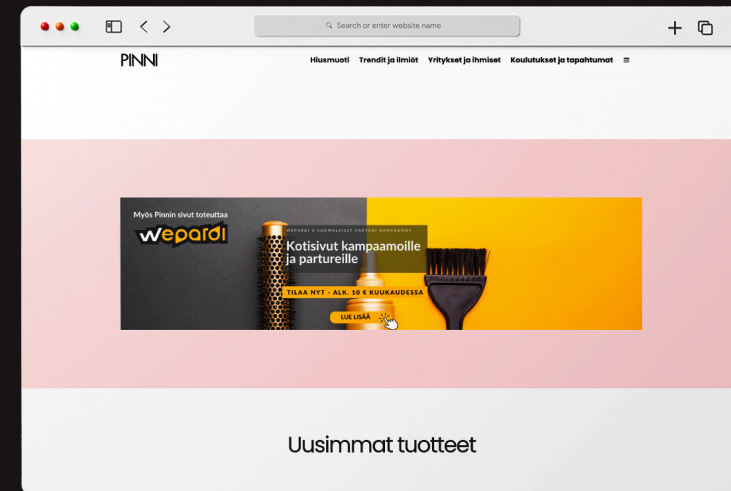
Facebook: Followers 7700 - annual coverage 98 300

Newsletter

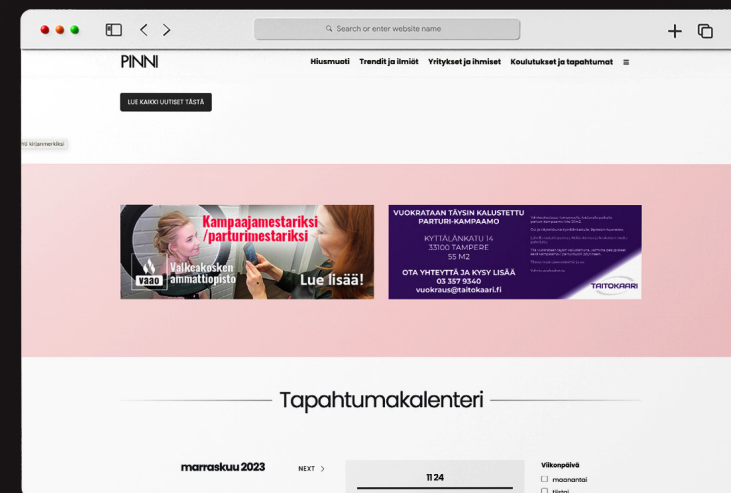
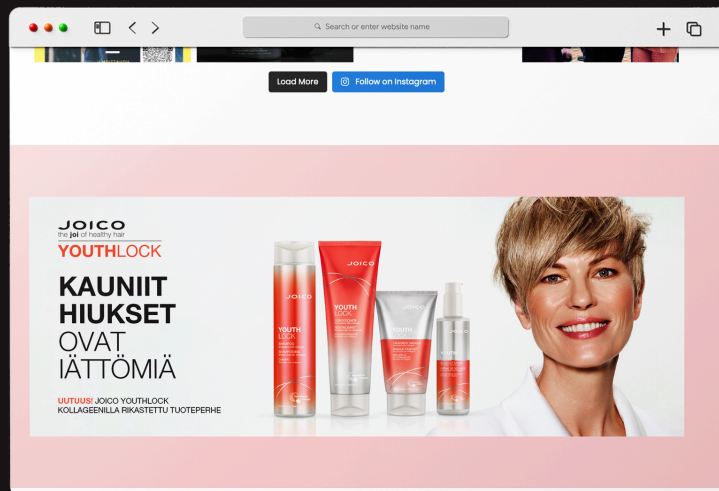
Top banner: €800/newsletter

Banner within the news: €750/newsletter

940 x 300px



1100 x 400px



540 x 200px

Social Media

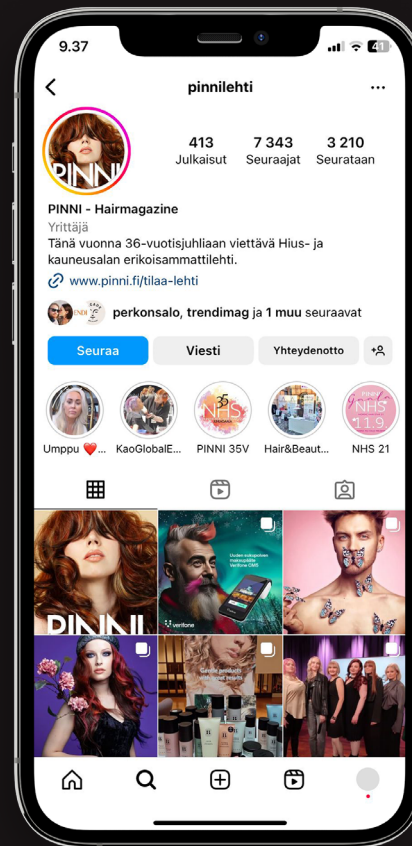
Facebook.com: @PINNI

Instagram.com: @pinnilehti

Prices:

1 x posting + story for advertisers 950€

Instagram Live interview for print advertisers 950€



Ad sizes on Media

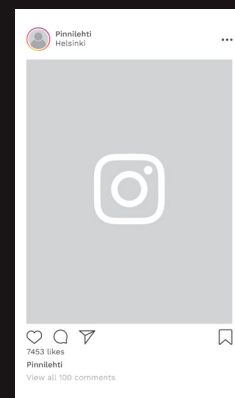
Instagram

Post (square): 1080 x 1080 (1:1)

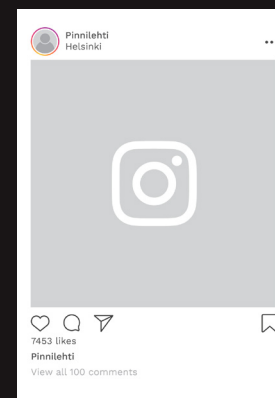
Post (horizontal): 1080 x 608 (1.91:1) note: this aspect ratio is of minimum height

Post (vertical): 1080 x 1350 (4:5) note: this aspect ratio is of maximum height

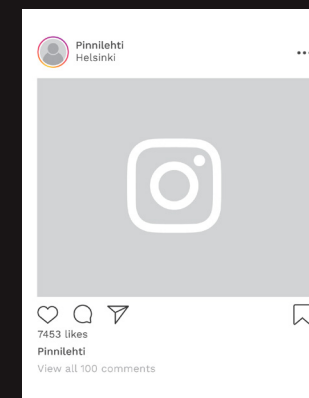
Video: Videos published in the feed cannot exceed 60 seconds and the max. file size is 15 Mb. Recommended video width is 1080 pixels with a bit rate of 3–4 Mbps. Stories, Reels, and IGTV are always vertical videos with an aspect ratio of 9:16 and a resolution of 1080 x 1920 px.



1080 x 1350px



1080 x 1080px



1080 x 608px

Facebook

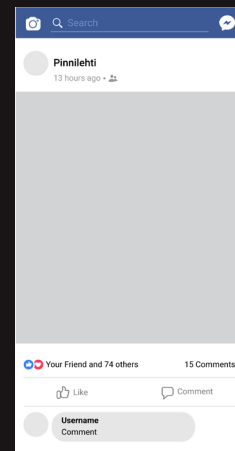
Link or advertising image: 1200 x 628 px

Facebook post image: 1080 x 1080 px or 1080 x 1350 px

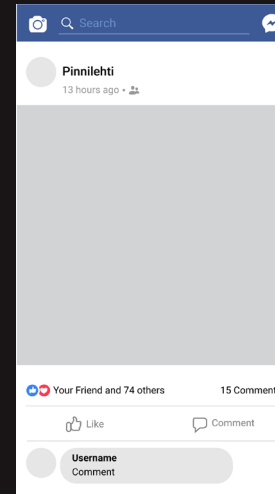
Facebook Story image: 1080 x 1920 px

Facebook event image: 1200 x 628 px

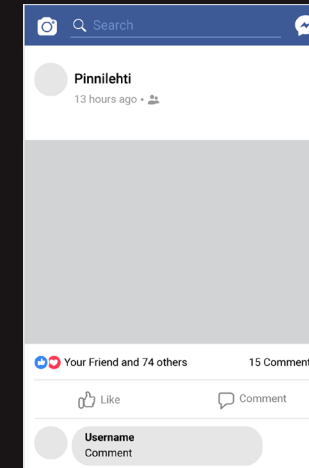
Video: Facebook recommends uploading videos in MP4 or MOV format with resolution 1280 x 720 (HD) or 1920 x 1080 (full HD). The best quality and smallest amount of compression is achieved with a bit rate of 12–16 Mbps for videos.



1080 x 1350px



1080 x 1080px



1200 x 628px

Thank you,

Pinni Magazine Lauttasaarentie

20-22 F 86, 00200 Helsinki

www.pinni.fi

Instagram @pinnilehti

Facebook @PINNI

CEO

Jukka Perkonsalo

jukka.perkonsalo@pinni.fi

**Sales Director/Advertising sales
& Cooperation**

Meri Mäkinen

meri.makinen@pinni.fi

p. 040 545 26 23

**Head of Customer Service/
Subscriptions**

Kristiina Grönlund

kristiina.gronlund@pinni.fi

p. 09 612 92 80

Corresponding Editor

Elena Perkonsalo

uutiset@pinni.fi

Designer

Reetta Mäkelä

uutiset@pinni.fi

Issuer

Lareas Oy

Publisher

Hannu Perkonsalo

hannu.perkonsalo@pinni.fi

Printing Press

Printal

PINNI