

Helsinki

Design

Week

# Helsinki Design Week Rate Card 2018





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## Helsinki Design Weekly

[helsinkidesignweek.com/weekly](http://helsinkidesignweek.com/weekly)

Helsinki Design Weekly is an online publication produced throughout the year by Helsinki Design Week. News and feature articles are published weekly, introducing topical design phenomena described by top writers as well as discussions about the future of the design industry.

Helsinki Design Weekly was born from a persisting need of a design discussion platform that would also present Finnish design. In two years, "Weekly" has achieved a position as a design medium that covers all related fields from graphic design to architecture and fashion and frequently highlights the most visionary brands, phenomena and product launches.

Readers include design professionals, forerunners and urban dwellers interested in design. The weekly newsletter reaches 23,000 readers per week, and the website attracts 13,000 visitors per month. During and before the festival in August and September, the website gathers more than 74,000 unique visitors and 300,000 page views.

### Banners and prices

Large banner (300x250) 1,000 € / 2 weeks

Small banner (728x90) 800 € / 2 weeks

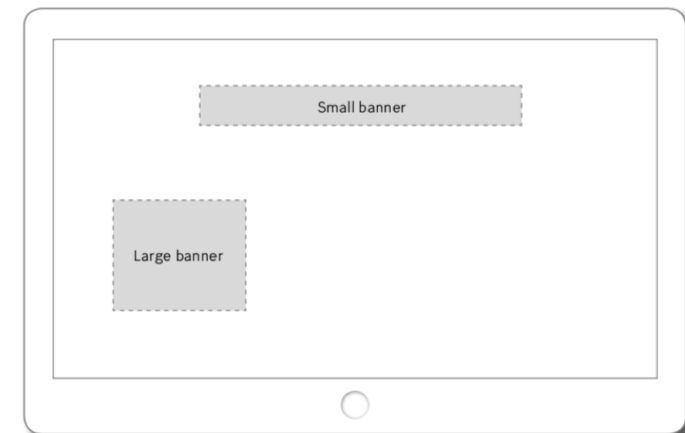
### Banners and prices during and before (1 August to 16 September) Helsinki Design Week

Large banner (300x250) 1 500 € / 2 weeks

Small banner (728x90) 1 200 € / 2 weeks

VAT 24% will be added to all prices.  
Format: JPG, PNG or GIF

**Submittal of materials:**  
[ainomaija.kupias@helsinkidesignweek.com](mailto:ainomaija.kupias@helsinkidesignweek.com)



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## Helsinki Design Weekly: Content partnerships

[helsinkidesignweek.com/weekly](https://helsinkidesignweek.com/weekly)

### 1. Series partner

Series partnership includes an introduction on the HDW Partners page and visibility in the respective series, references in the respective stories and an introduction to their readers. Partnership's duration is flexible. At minimum, series partnership is agreed for 3 months (3,000 €) and at maximum for one year (10,000 €).

### 2. Weekly Sneak Peek

The series introduces a product, collection or other novelty of design, fashion or architecture, for example. The price includes an article published by Helsinki Design Weekly and the weekly newsletter in Finnish and English (two separate articles).

Price: 450 € + VAT

### 3. Weekly Works

The Weekly Works -promotional series presents creative work communities which are on the lookout for new employees. Employer branding is becoming an increasingly important part of recruiting. The time for closed doors is over: the more openly work communities tell about themselves, the easier it is to get good people to come on board. What kind of interesting work groups and places can be found in Helsinki? In the spring of 2018 the series featured Maas Global and Reaktor. The format: an interview and a fact box that tells you what kind of work community is in question and what are the open positions in the company.

### 4. Promotion

Promotion will help you reach the design enthusiasts interested in novelties. It introduces your product or service in an interesting and topical way.

Promotion includes an introduction on the HDW Partners page, a promotional article published by Helsinki Design Weekly, and an event invitation or an offer to the readers. Price includes planning and production of the story, invitation to the readers and a banner on the website for 2 weeks. Event production is not included.

Price: 3,500 € + VAT

**For more information and planning:**

[ainomaija.kupias@helsinkidesignweek.com](mailto:ainomaija.kupias@helsinkidesignweek.com)

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## Helsinki Design Week -programme magazine

A way to reach the design professionals and enthusiasts!

The Helsinki Design Week 2017 Programme Magazine is an effective way to reach the Design Week visitors and potential consumers. This publication is a guide to the Helsinki Design Week events organized from 6 to 16 September 2018.

The largest design festival in the Nordic countries annually attracts about 158,000 visitors consisting of design professionals and enthusiasts with more than 250 events around Helsinki, from exhibitions and workshops to seminars and fashion shows.

The programme magazine's print volume is 25000 copies and it is to be distributed widely around Helsinki through stores, restaurants, cafes, museums and HDW events. The Finnish and English language publication will also be available at Helsinki Design Week's events. The outlook of the magazine has been designed by creative agency Kuudes.

### Target audience

Industry professionals, students of the field, people who actively follow design and city culture news, so called forerunners.

### Technical information

Print amount 25.000  
Page size 230 x 297 mm  
100 pages  
Uncovered paper  
Colours CMYK FOGRA29

### Requirements for material

Format: Ready-to-print pdf,  
Bleed: 3 mm.  
Resolution: 300 dpi.  
Colors: CMYK

### Delivery of materials

ainomaija.kupias  
@helsinkidesignweek.com

The prepared material will have to be delivered on 15th of June 2018 at 12pm the latest.