



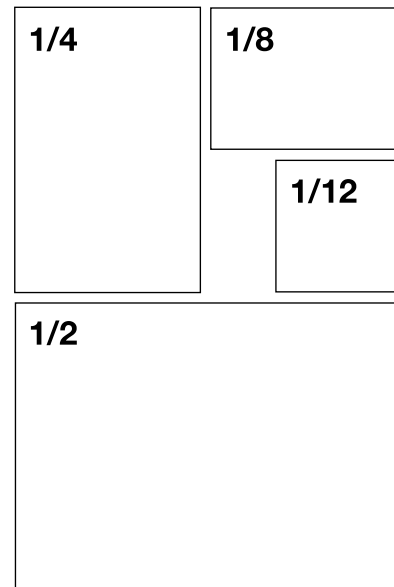
A FREE COMIC NEWSPAPER

KUTI (2006–) is a quarterly 4-colour tabloid focusing on comics and their authors. The main reader group of the magazine are culturally active young adults. Kuti does not present any political or religious connections. The magazine is circulated through cafes, galleries, comic stores, schools, restaurants, book and comic fairs. In Finland the circulation covers ca. 250 places in 13 cities – Helsinki, Tampere, Turku, Lahti, Joensuu, Jyväskylä, Kouvola, Kuopio, Oulu, Pori, Imatra, Seinäjoki and Lappeenranta. Abroad Kuti is distributed in several countries through its partners.

For the advertisers Kuti magazine offers a characteristic place to be seen. The ad prices include making of the advertisement in magazine's editorial in Helsinki with guidelines provided by the advertiser – aim is that all the advertisements are hand-drawn. Kuti is a non-profit publication run by graphic art association Kutikuti ry. We want to provide our readers a fresh and quality view on the world of new comics.

Year 2010 Kuti received a prize as 'culture magazine of the year' from The Finnish Cultural Ministry.

WWW.KUTIKUTI.COM



ADVERTISEMENT MODULES

<u>1/1 page = 185 x 287 mm (portrait) = 600 €</u>
<u>1/2 page = 185 x 141 mm (landscape) = 350 €</u>
<u>1/4 page = 90 x 141 mm (portrait) = 200 €</u>
<u>1/8 page = 90 x 68 mm (landscape) = 100 €</u>
<u>1/12 page = 58 x 68 mm (portrait) = 50 €</u>

REPRESS CONTACT

kutimagazine@gmail.com

YEARLY SCHEDULE

ISSUE	DEADLINE	RELEASE
Spring	15.2.	5.3.
Summer	15.5.	5.6.
Autumn	15.8.	5.9.
Winter	15.11.	5.12.

Printer: Printall, Estonia

Circulation: 6 000 pcs (average)

Format: Magazine, 195 x 297 mm

Print area: 195 mm x 297 mm

LPI: 133

Printing method: Offset

Publisher: Kutikuti ry

Editorial contact: kutimagazine@gmail.com

If the advertiser is willing to use an editorial-made ad outside Kuti magazine, extra fee is to be negotiated. The fee is normally double the price of the advertisement.

23rd Helsinki International Film Festival
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Examples of advertisements made by the editorial for Kuti advertisers.