

PULSS

MAGAZINE

FOR MODERN

TOWNSPEOPLE

PULSS is the magazine for modern townspeople, focusing on everything new and exciting that happens in Tallinn. The magazine, based on private capital, has been published since 2010.

PULSS is distributed free of charge among the clients of partners, including best hotels, cafes, shops, sports clubs, restaurants, beauty salons, banks, airports, etc.

The target group of **PULSS** is the townspeople aged 25 to 60 with an active lifestyle and the average or higher income, males as well females. They care about their health and do sports, are active consumers of culture and travel abroad and in their own country. The reader of **PULSS** is interested in fashion, style and cosmetics and is willing to spend money on quality leisure time.

PULSS.ONLINE:
<https://PULSS.ONLINE>

RUBRICS OF THE MAGAZINE

PERSON A cover story of a well-known townspeople

UNDER SCRUTINY A longer story on a burning issue in town.

EVERYDAY LIFE A workday of an interesting Tallinner

TECHNOLOGY NEWS

ABROAD A foreigner living in Tallinn describes the city from the observer's point of view

COLUMN

VISIT A visit to a townspeople's workplace or home

BE HEALTHY Stories of health problems or well-being

PETS Pets of townspeople

CULTURE Books, cinema, music, design

ARTS A portrait of an artist in the studio

HOUSE History of a fully renovated building in Tallinn

FASHION AND BEAUTY Fashion series, style pages, beauty news, theme stories, a stylish person



PRICES & DIMENSIONS

AD Space	Dimensions	Price
* 2/1 double at pages 2-3	420 x 297 + 5 mm bleed	5 000 €
* 2/1 double page	420 x 297 + 5 mm bleed	3 500 €
* 1/1 back cover	210 x 297 + 5 mm bleed	5 000 €
* 1/1 front cover inside	210 x 297 + 5 mm bleed	3 500 €
* 1/1 single page	210 x 297 + 5 mm bleed	2 000 €
* 1/2 horizontal/vertical	210 x 148.5 or 105 x 297 + 5 mm	1 200 €
* 1/3 horizontal/vertical	210 x 99 or 70 x 297 + 5 mm	800 €
* 1/4 product news	105 x 148.5 mm	450 €

* Does not include VAT



PULSS

PUBLICATION DATA

PULSS is issued quarterly 4 times a year

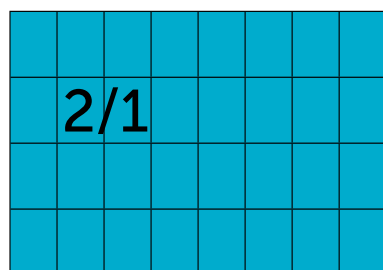
EST/ENG

MARCH

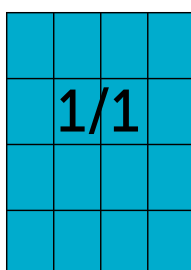
JUNE

SEPTEMBER

DECEMBER

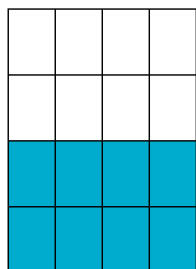


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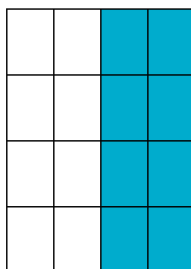


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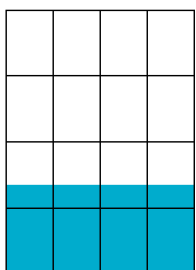


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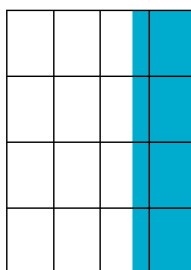


105 x 297 mm + 5 mm

1/3



210 x 99 mm + 5 mm



70 x 297 mm + 5 mm

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PULSS

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Sfäär
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Wabadus

SHOPS

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Bastion
Ivo Nikkolo
Monton
Stuudio-kauplus "Oh So Retro"
Mosaic

CAR SALONS

Pilot Motors
Mariine Auto
Info-Auto
Audi Tallinn
Lexus Tallinn

BOUTIQUES

2. Mood	Fashion Angel Boutique	Hairmail	Nju Butiik
Aleksander Boutique	Fashionclub	Hugo Boss	Replay
Anna Boutique	Fashion House	ICON	Roosikrantsi Kingastuudio
Armani	Franky	Inspira	Sergio Tacchini
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Don&Donna	Guess	Mario Melani	
Elegance Boutique	G-Star	MaxMara	

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Salon+ juuksurialongid	Ilusalong JEM
Alessandro ilustuudio	Ilusalong Kaunis Kaunimaks
Ilusalong Beauty Lounge	Ilusalong La Sharm
Ilusalong Central	Lilila ilusalong
Cinderella ilusalong	Pikk 40 salong
Désirée ilusalong	Privileg Day Spa
Salong FashionHair	Roosikrantsi ilusalong
Finissage Medical Spa	Savannah' ilusalong
Ilusakong Ajapeatus Kuussaares	Salong Scarlett
Ilusalong Ginger	Sim Salong
Ilustuudio Ilusahver	Sinine Salong
Ilu Võlu ilusalong	SKIN ilusalong
Intersalon	i3 ilusalong

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