

# TRADEHOUSE

PRETTY CURIOUS

## ADVERTISING SPACE PRICE LIST



@tradehouse\_prettycurious  
@tradehouse\_pro



Tradehouse  
Tradehouse Trainings



@tradehouseee



[www.tradehouse.ee](http://www.tradehouse.ee)



Price inquiry: [turundus@tradehouse.ee](mailto:turundus@tradehouse.ee)

### Social media

Instagram | Facebook | TikTok

#### Post

■ PRICE **150€ + VAT**

#### Giveaway

■ PRICE **200€ + VAT**  
(price + gift)

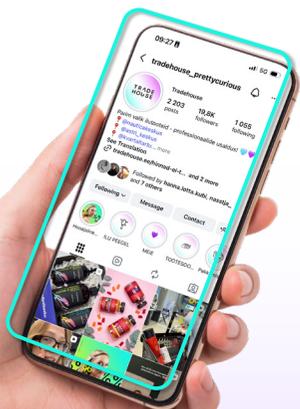
#### Story

■ PRICE **50€ + VAT**

#### Meta Ad

■ Ad purchased under Tradehouse Meta Ads Account – according to the amount desired + admin fee

Photo quality must be agreed with the social media specialist.



### Personal Brand-Based Newsletter

A good newsletter is born from curiosity and preparation - we ask that you send us the necessary materials at least 7 working days before sending out the newsletter.

#### Retail & Business Customer

■ PRICE **500€ + VAT**

#### Retail Customer

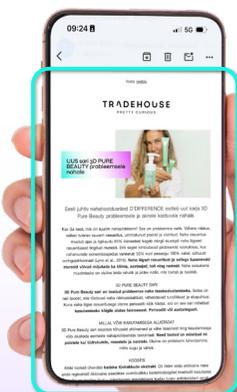
■ PRICE **350€ + VAT**

#### Business Customer

■ PRICE **250€ + VAT**

#### A Product Write-Up in Our Newsletter

■ PRICE **120€ + VAT**



### Tradehouse homepage

EST | ENG | FIN | LV | RUS

#### Main Page Top Banner

■ PRICE **300€ + VAT** (one week)

#### Main Page Center Banner

■ PRICE **200€ + VAT** (one week)

#### Main Page Bottom Banner

■ PRICE **200€ + VAT** (one week)

#### Season / Recommended A Product Write-Up on Main Page

■ PRICE **100€ + VAT** (one week)



### Article in Inspiration Section

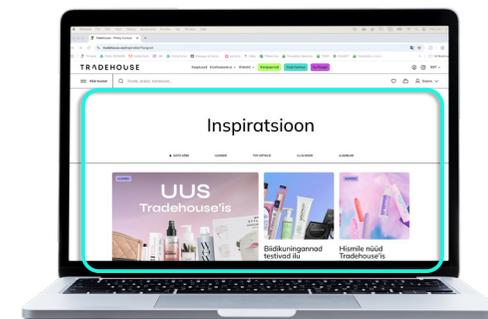
#### Content marketing article in Inspiration Section

■ PRICE **400€ + VAT**

■ First week the article is on the main page

■ Texts and photos by Contractor

■ Design by Tradehouse



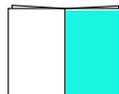
### Magazine Distribution

- In Tradehouse shops in Tallinn, Tartu, Pärnu, Narva, and Riga.
- Along with Tradehouse e-shop orders
- Via cooperation partners – events, trainings, sports events, MyFitness, Tallinn and Tartu Bus Stations, Port of Tallinn
- In spas, beauty salons, and wellness centers all over Estonia

A 5 mm bleed added to each edge.

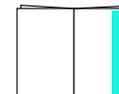
#### 1/1 page

- 210 x 280 mm
- PRICE **800€ + VAT**



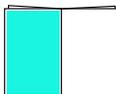
#### 1/3 vertical

- 70 x 280 mm
- PRICE **450€ + VAT**



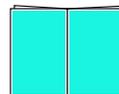
#### Front Double

- 2/1 page (pp. 2-3)
- 420 x 280 mm
- PRICE **1500€ + VAT**



#### Double 2/1 page

- 420 x 280 mm
- PRICE **1200€ + VAT**



#### Content Marketing Article 1/1 page

- 210 x 280 mm
- PRICE **850€ + VAT**



### A Product Write-Up Location

#### At New Products

- Product description max 350 characters incl. spaces
- PRICE **250€ + VAT**

#### At Beauty Story

- Product description max 1-2 sentences
- PRICE **200€ + VAT**

#### A product testing article

- Product description max 1-2 sentences
- PRICE **350€ + VAT**

All write-ups include product name, product photo, and price.

## ADVERTISING SPACES IN SHOPS

### Gift Campaigns

#### In Shops and E-Shop

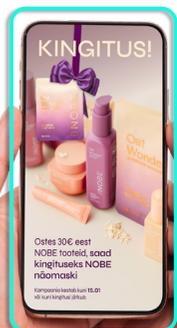
Tradehouse reserves the right to make changes to the campaign in the interest of the campaign's success. Tradehouse reserves the right to confirm the campaign's eligibility. The campaign offer will last while gifts last.

#### Gift Campaign

- PRICE **150€ + VAT** (one month)
- Gifts by Contractor (transported directly to shops or Tradehouse office)
- Campaign rules and photos by Contractor
- Design by Tradehouse

#### A Gift and a Flyer with E-Shop Order

- PRICE **150€ + VAT**
- The gift might be a product, a mini-product, or a tester
- MIN 1,000 gifts



### In-Shop Screens

- PRICE **400€ + VAT** (one month)
- Screen resolution: 1080X1920 px
- File format: JPG/MP4
- Ad duration: 10 sec
- Design included in price

#### In-Shop Screen Locations

- Nautica Centre in Tallinn - **5** screens
- Peterburi Rd shop in Tallinn - **6** screens
- Kvartal in Tartu - **4** screens
- Astri Centre in Narva - **2** screens
- Port Artur in Pärnu - **3** screens



### Special Solutions

#### Focus Solutions | Display

- PRICE **100€ + VAT** (one month, one shop)
- Production and transport of special solution display/focus solutions by Contractor to the desired shop

#### Special Solution near the Product on Shelf

- PRICE **100€ + VAT** one month, one shop
- Wobbler, A6, or other special solution by Contractor. Production and transport by Contractor to the desired shop
- Design by Tradehouse  
PRICE **50€ + VAT** + print fee



### Display Islands

#### Big

- PRICE **400€ + VAT** (two weeks)
- Price includes one island in a Tradehouse shop
- Order island into one of 5 shops: Nautica in Tallinn, Peterburi Rd shop in Tallinn (retail and wholesale), Kvartal in Tartu, Astri in Narva, Port Artur in Pärnu
- 800 x 1000 mm



#### Small

- PRICE **200€ + VAT** (two weeks)
- Price includes one island in Nautica shop
- One island in Nautica shop only
- 885 x 400 mm

