

MEDIA CARD 2010

SUKELTAJA

UNDERWATER WORLD MAGAZINE

WWW.SUKELTAJA.FI

- **diving**
- **gear**
- **excursions**
- **clubs**

NEW
www.sukeltaja.fi
Ask about advertising on the site.

DIVERS' OWN MAGAZINE

- **Total reading pack for active diver**
- **Diver seeks information about products and services**
- **Diver travels abroad and in Finland**

LARGEST DIVING MAGAZINE IN FINLAND

Sukeltaja magazine reaches 70 % of the Finnish divers • Over 12 000 committed readers

PHOTO: KIMMO KALLAMA

Sukeltaja magazine is used to search information about products and services.

Two thirds of those who answered the dive travel study consider Sukeltaja magazine the most wanted medium to get information about new dive-related products and services.

(*Finnish Dive Tourism, Ronja Kivinen, Bachelor's Thesis for HAAGA-HELIA University of Applied Sciences)

MATERIAL DEADLINES 2010

ISSUE	RESERVATIONS	MATERIAL	PUBL. DATE
1 / 2010	18th Dec 2009	15st Jan 2010	February
2 / 2010	26th Feb 2010	19th March 2010	April
3 / 2010	7th May 2010	28th May 2010	June
4 / 2010	9th Aug 2010	27th Aug 2010	September
5 / 2010	22th Oct 2010	12th Nov 2010	December

ADVERTISEMENT PRICES 2010

SIZE	WIDTH x HEIGHT mm	PRICE
Back Cover	215 x 255	1 880
2. cover	215 x 280	1 780
3. cover	215 x 280	1 640
2-page spread	430 x 280	2 380
1/1	215 x 280	1 450
1/2	185 x 123 or 90 x 251	860
1/4	185 x 59 or 90 x 123	460
1/8	90 x 59	290

Prices calculated for finished material. VAT 0%. Billing charge EUR 4.20. Corrections will be invoiced for separately.

PUBLISHER

Sari Nuotio
Executive Director
Radiokatu 20,
FIN-00093 SLU,
FINLAND
tel. +358 9 3481 2257, 3481 2258
fax +358 9 3481 251
e-mail: office@sukeltaja.fi

EDITOR-IN-CHIEF

Matti Anttila
tel. +358 500 621 791
e-mail: matti.anttila@sukeltaja.fi

SUB-EDITOR

Kristiina Karila
tel. +358 400 163 262
e-mail: kristiina.karila@sukeltaja.fi

EDITORIAL OFFICE

Kumppania Oy, Susanna Kallama
Torikatu 7 A, FIN-38700 Kankaanpää,
FINLAND, tel. +358 40 587 2445
e-mail: susanna.kallama@kumppania.fi

MATERIAL DELIVERY by:

sukeltaja@astehelsinki.fi
Noora Nyman, tel. 040 482 0579,
noora.nyman@astehelsinki.fi
Aste Helsinki Oy, Panuntie 4,
FIN-00610 Helsinki, FINLAND
fax +358 20 720 9041

A proof of the advertising material must always be delivered to the address: Sukeltaja, Aste Helsinki Oy, Panuntie 4, FIN-00610 Helsinki, FINLAND or by fax +358 20 720 9041 / Sukeltaja.

ADVERTISEMENT SALES

Veli-Matti Korppi-Tommola
tel. +358 50 5840 156
e-mail: vm.kt@kolumbus.fi



ANNUAL CONTRACT CLIENTS 2010

2 issue/year = 5 %
3 issue/year = 10 %
4 issue/year = 13 %
5 issue/year = 15 %

By booking minimum 1/2 page advertisement for each magazine you will get a web banner for complimentary 2 months for on the new www.sukeltaja.fi site.

NOW IN INTERNET

Finnish Divers' Federation's new website www.sukeltaja.fi has now space for advertising. Ask more.
e-mail: kristiina.karila@sukeltaja.fi, tel. +358 400 163 262

The material should be sent in one PDF-file, which includes all elements belonging to the advertisement (pictures, graphics, fonts). Pictures in CMYK-format and resolution 300 dpi.

PUBLICATION 5 issues per year
PRINT Scanweb Oy
PRINTING METHOD Offset
CIRCULATION 12 000 copies

ISSN 1237-1688

SIZE 215 x 280 mm

The trimmed size is 215 x 280 mm, 3 mm of cutting wastage must be added. Text and other important elements should not be placed any closer than 5 mm from the cut edge of the page.