

MEDIA CARD 2011

# SUKELTAJA

UNDERWATER WORLD MAGAZINE

WWW.SUKELTAJA.FI

## Largest diving magazine in Finland

- diving
- gear
- excursions
- clubs

### DIVERS' OWN MAGAZINE

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

WWW.SUKELTAJA.FI

ASK ABOUT ADVERTISING ON THE SITE!

SUKELTAJA MAGAZINE REACHES 70 % OF THE FINNISH DIVERS | OVER 12 000 COMMITTED READERS

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UNDERWATER WORLD MAGAZINE

WWW.SUKELTAJA.FI

**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 2011**

ISSUE	RESERVATIONS	MATERIAL	PUBL. DATE
1/2011	17th Dec 2010	14th Jan 2011	4th Feb 2011
2/2011	25th Feb 2011	18th March 2011	8th Apr 2011
3/2011	6th May 2011	27th May 2011	17th Jun 2011
4/2011	8th Aug 2011	26th Aug 2011	16th Sep 2011
5/2011	21th Oct 2011	11th Nov 2011	2nd Dec 2011

**ADVERTISEMENT PRICES 2011**

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	1 650
2-page spread	430 x 280	2 380
1/1	215 x 280	1 460
1/2	185 x 123 tai 90 x 251	870
1/4	185 x 59 tai 90 x 123	470
1/8	90 x 59	300

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

**ADVERTISEMENT SALES**

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

**ANNUAL CONTRACT CLIENTS 2011**

- 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 on the www.sukeltaja.fi site.

**NOW IN INTERNET**

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



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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.

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.