

MEDIA CARD 2011

SUKELTAJA

UNDERWATER WORLD MAGAZINE

WWW.SUKELTAJA.FI

Largest diving magazine in Finland

DIVERS' OWN MAGAZINE

- diving
- gear
- excursions
- clubs

- Extreme expertise for an 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

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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 2012

ISSUE	RESERVATIONS	MATERIAL	PUBL. DATE
1/2012	22th Dec 2011	13th Jan 2012	3rd Feb 2012
2/2012	24th Feb 2012	16th March 2012	5th Apr 2012
3/2012	4th May 2012	25th May 2012	15th Jun 2012
4/2012	10th Aug 2012	24th Aug 2012	14th Sep 2012
5/2012	2nd Nov 2012	16th Nov 2012	7th Dec 2012

ADVERTISEMENT SALES

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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.

WWW.SUKELTAJA.FI – SPACE FOR ADVERTISING

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



ADVERTISEMENT PRICES 2012

SIZE	WIDTH X HEIGHT MM	PRICE €
Back Cover	215 x 255 mm	1 890
2. cover	215 x 280 mm	1 790
3. cover	215 x 280 mm	1 660
2-page spread	430 x 280 mm	2 390
1/1	215 x 280 mm	1 480
1/2	185 x 123 mm tai 90 x 251 mm	880
1/4	185 x 59 mm tai 90 x 123 mm	480
1/8	90 x 59 mm	310
Banner	468x60 px, 140x350 px, 140x175 px	250/month

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

PUBLISHER

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The digital material shall 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

PUBLICATION'S SIZE

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

Cancellations

For cancellations made after the closing date, 100 % of the advertising rate will be charged.

Complaints

Complaints regarding an incorrect advertisement shall be made in writing within 14 days of the publication date.

Publication's liability

Publication's liability for damages resulting from publication errors shall be restricted to the cost of the advertisement. All rights reserved.