

**MEDIA CARD 2010**

# SUKELTAJA

UNDERWATER WORLD MAGAZINE

[WWW.SUKELTAJA.FI](http://WWW.SUKELTAJA.FI)

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

**NEW**  
[www.sukeltaja.fi](http://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

## 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.

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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.

#### ADVERTISEMENT SALES

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#### 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](http://www.sukeltaja.fi) site.

#### NOW IN INTERNET

Finnish Divers' Federation's new website [www.sukeltaja.fi](http://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.