

UNDERWATER WORLD MAGAZINE

WWW.SUKELTAJA.FI

SUKELTAJA

THE ONE
AND ONLY
FINNISH DIVING
MAGAZINE

**MEDIA KIT
2021**

**Diver
prefers
outdoors:**

**BOATING,
CAMPING
AND STAYING
IN SHAPE**

Over 10 000 readers

- DIVE TRAVEL • EQUIPMENT
- DOMESTIC SITES • SAFETY
- UNDERWATER PHOTOGRAPHY





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MEDIA KIT 2021

Dive sites, underwater photography and new gear

Sukeltaja Magazine is appreciated publication amongst Finnish divers. In addition to scuba diving magazine features underwater rugby, freediving, spearfishing, finswimming and underwater photography – these are all competitive sports of Finnish Divers' Federation. Magazine also regularly presents environmental topics, diver's health and club activities. Safety issues are an important part of the regular content of the magazine. Since diving is a hobby for the whole family, the magazine has a section for juniors. Interesting articles, stunning photos and versatile content continuously receive positive feedback. By advertising in Sukeltaja Magazine you get a space on the Finnish diving vantage point. Don't miss it!

MATERIAL DEADLINES

ISSUE	CLOSING	MATERIAL	PUBL. DATE
1/2021	12 Feb	17 Feb	Week 10
2/2021	19 May	26 May	Week 24
3/2021	27 Aug	1 Sep	Week 39
4/2021	17 Nov	24 Nov	Week 50

SIZES AND RATES

SIZE	WIDTHx HEIGHT	RATE €
Back page	215 x 255 mm	1 500
2. cover	215 x 280 mm	1 300
Spread	430 x 280 mm	1 900
1/1	215 x 280 mm	1 300
1/2	185 x 123 mm or 90 x 251 mm	720
1/4	185 x 59 mm or 90 x 123 mm	400
1/8	90 x 59 mm	260

E-NEWSLETTER AND ONLINE-ADS

SIZE	WIDTHx HEIGHT	RATE €
E-newsletter, small	290 x 200 px	165
E-newsletter, large	600 x 200 px	330
Online-ad	400 x 400 px	440 €/mo

Rates for print-ready materials. VAT 0 %. Billing charge 5 €. Possible material modifications will be invoiced separately.

PUBLISHER

Sukeltajaliitto ry
Sari Nuotio, Executive Director
Valimotie 10, FIN-00380 Helsinki, Finland
tel. +358 40 525 6336
office@sukeltaja.fi

EDITOR-IN-CHIEF

Tero Lehtonen
tel. +358 40 514 3112
tero.lehtonen@sukeltaja.fi

SUB-EDITOR

Kristiina Karila
tel. +358 400 163 262
kristiina.karila@sukeltaja.fi

EDITORIAL

Kumppania Oy, Susanna Korkiatupa
tel. +358 44 589 6234
Pohjoisranta 11 D, 28100 Pori, Finland
susanna.korkiatupa@sukeltaja.fi

MEDIA SALES

Erja Joentausta
tel. +358 50 461 0929
erja.joentausta@sukeltaja.fi

BENEFITS OF ANNUAL CONTRACTS

2 issues/year = 5 %
3 issues/year = 10 %
4 issues/year = 13 %
By booking the minimum of 1/2-page ad for each magazine you will receive a complimentary visibility of one month on www.sukeltaja.fi.

EARLY BIRD –BENEFIT

Cover 2 and inner page size 1/1 ads are sold in order of booking. Thus, the first to book full page advertisement can choose either cover 2 or inner page.

ONLINE-ADS

Finnish Diver's Federation's website

www.sukeltaja.fi is an easy way to target your audience.

Don't forget our e-newsletter to 7,000 recipients. Yearly advertisers (at least 1/2 page in every issue) we allow one large ad to our every newsletter free of charge and an online-ad to our website for one month.

Our 1/1 advertisers in Sukeltaja Magazine get one large newsletter ad for free. Please feel free to ask more about online advertising.

For more information and online-ad materials

kristiina.karila@sukeltaja.fi,
tel. +358 400 163 262

ADVERTISING MATERIALS

Upload print-ready materials in high resolution pdf-format.

Pdf-file must include all necessary elements, such as picture, graphics, fonts. Pictures in CMYK-format, resolution 300 dpi.

Full-page bleed 3 mm on all sides. Keep live matter at least 5 mm from the trim.

Upload advertising materials in

www.astehelsinki.fi/ilmoitukset

Questions about advertising materials

sukeltaja@kumppania.fi

Cancellations

For cancellations made after the closing date, 100 % of the advertising rate will be charged. Also if you won't send the material at all, we have to charge you the full price.

Complaints

Complaints regarding an incorrect advertisement shall be made in writing within seven 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.

PAGE SIZE 215 x 280 mm

PUBLICATION Four issues per year

PRESS Eura Print Oy

PRINTING METHOD Offset

PAPER G-print 100 g, covers: Multi Art Glossa 150 g

CIRCULATION 9,000 copies

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