

UNDERWATER WORLD MAGAZINE

WWW.SUKELTAJA.FI

SUKELTAJA

MEDIA KIT 2017

**THE ONE AND ONLY
FINNISH DIVING
MAGAZINE**



**Diver prefers outdoors:
boating, camping and staying in shape**

DIVE TRAVEL + UNDERWATER PHOTOGRAPHY + DOMESTIC SITES + SAFETY + EQUIPMENT

Over 10,000 readers



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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!

MEDIA SALES

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BENEFITS OF ANNUAL CONTRACTS 2017

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 two months on www.sukeltaja.fi.

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 two months. 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:

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PUBLISHER

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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 trim.

Upload advertising materials in

www.astehelsinki.fi/ilmoitukset

Questions about advertising materials

sukeltaja@kumppania.fi

MATERIAL DEADLINES 2017

ISSUE	CLOSING	MATERIAL	PUBL. DATE
1/2017	3 Feb	15 Feb	1 Mar
2/2017	19 May	31 May	14 Jun
3/2017	1 Sep	13 Sep	27 Sep
4/2017	17 Nov	29 Nov	13 Dec

SIZES AND RATES 2017

SIZE	WIDTH X HEIGHT	RATE €
Back page	215 x 255 mm	1920
2. cover	215 x 280 mm	1800
3. cover	215 x 280 mm	1670
Spread	430 x 280 mm	2390
1/1	215 x 280 mm	1490
1/2	185 x 123 mm or 90 x 251 mm	900
1/4	185 x 59 mm or 90 x 123 mm	495
1/8	90 x 59 mm	320

E-NEWSLETTER AND ONLINE-ADS 2017

SIZE	WIDTH X HEIGHT	RATE €
E-newsletter, small	290 x 200 px	150
E-newsletter, large	600 x 200 px	300
Online-ad	400 x 400 px	400 €/mo

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 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 Arkmedia Oy

PRINTING METHOD Offset

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

CIRCULATION 10,000 copies

ISSN 1237-1688

Rates for print-ready materials. VAT 0 %. Billing charge 4.20 €.
Possible material modifications will be invoiced separately.

