

Media card 2018



Fillari-lehti is a magazine for all kind of cyclists. Magazine takes readers into the world of cycling. Fillari-lehti covers bikes, equipment, journeys, people, races and other happenings. Fillari is the biggest cycling magazine in Finland and its distribution is 13 000-16 000 printed copies per issue.

www.fillari-lehti.fi

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Schedule for material

Issue	Published	Ready made	Not ready	Theme
1	23.2.	2.2.	26.1.	Buyer's guide
2	13.4.	22.3.	16.3.	Tests
3	18.5.	27.4.	20.4.	
4	29.6.	8.6.	1.6.	
5	17.8.	27.7.	20.7.	Next season
6	19.10.	28.9.	21.9.	
7	30.11.	9.11.	2.11.	

Rates and sizes

Size	4-colour	b/w		
2/1 (A3)	3427,-	2463,-	Back cover	2300,-
1/1 (A4)	2142,-	1479,-	First opening	3650,-
1/2 (A5)	1392,-	963,-	Guaranteed position	+10%
1/4	834,-	589,-		
1/8	458,-	313,-		

VAT is not included.

Discounts: Advertising agency discount 15% (readymade material).

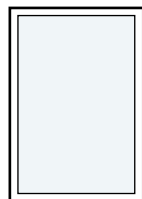
Rates are for readymade digital materials.

Year agreement -20%.



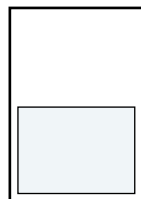
2/1 opening

420 x 297 mm *
400 x 270 mm **



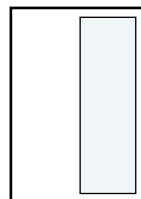
1/1 whole page

210 x 297 mm *
186 x 270 mm **



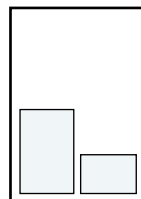
1/2 page

210 x 148 mm *
186 x 133 mm **



1/2 page

105 x 297 mm *
90 x 270 mm **



1/4 page

90 x 133 mm

1/8 page

90 x 65 mm

* + bleed 3 mm

** ad with margins

Column width 43 mm

FILLARI

Sales / marketing

Markkinointitoimisto Sinisilta

Ossi Sinisilta

Tel. +358 440 102 741

ossi.sinisilta@ridemedia.fi

Media information

Media assistant:

Virpi Hyökki

Tel. +358 9 8789 2400

virpi.hyokki@ridemedia.fi

Digital material:

aineistot@ridemedia.fi

Address for material:

Fillari-lehti

PL 34

01901 Nurmijärvi

Finland

Publisher

RideMedia Oy

Managing director

Jukka Helminen

Tel. +358 9 8789 2400

jukka.helminen@ridemedia.fi