

Media card 2021



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
1	5.3.	12.2.	5.2.
2	16.4.	26.3.	19.3.
3	21.5.	30.4.	23.4.
4	24.6.	4.6.	28.5.
5	27.8.	6.8.	30.7.
6	15.10.	24.9.	17.9.
7	3.12.	12.11.	5.11.

FILLARI

Sales / marketing

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Media information

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Address for material:

Fillari-lehti
PL 34
01901 Nurmijärvi
Finland

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).

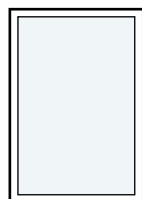
Rates are for readymade digital materials.

Year agreement -20%.



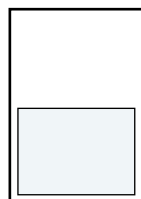
2/1 opening

420 x 297 mm *
400 x 270 mm **



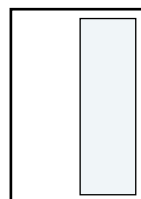
1/1 whole page

210 x 297 mm *
186 x 270 mm **



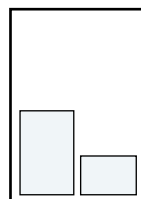
1/2 page

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

Print profile: Coated Fogra39

Publisher

RideMedia Oy

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