

FILLARI

THE FINNISH CYCLING MAGAZINE SINCE 1993



With **Fillari** you can reach more than **100 000** active readers in a month!

MEDIA KIT

2022

Fillari magazine



fillari-lehti.fi



fillarifoorumi.fi



Fillari mobile app



Fillari in social media

FILLARI



FILLARI

Fillari is the leading cycling media in Finland. The printed magazine is published six times a year. It reaches more than 20 000 active readers. The number of copies printed varies between 8 000 and 10 000 per issue. The magazine is also available as an e-magazine at lehtiluukku.fi and in mobile devices via Fillari app. E-magazine is a free additional

service for the subscribers. Fillari can also be subscribed only as an e-magazine and purchased as single e-magazine copies.

Fillari's website fillari-lehti.fi and chat forum fillarifoorumi.fi reach up to over 100 000 monthly users.

Editorial Office

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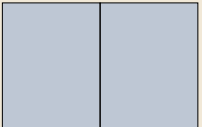
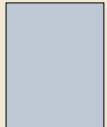



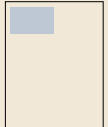
Print

Printall AS

Advertisement prices and sizes

- Specific ad placement +10%
- Prices indicated are exclusive of value added tax (vat). When invoicing inside Finland a vat of 24% is added to the prices.
- Payment terms 14 days net.
- Ask for annual contract specials from our advertisement sales.
- Inserts, special ad sizes and creative advertising (such as advertorials): Please ask for an offer from our advertisement sales.

SIZE	PRICE (€)
2/1 (A3)	3427,00
2/1 spread	3650,00
1/1 whole page	2142,00
1/1 back cover	2300,00
1/2 page	1392,00
1/4 page	834,00
1/8 page	458,00

	2/1 spread	1/1 whole page	1/1 back cover	1/2 page	1/4 page	1/8 page
Size	420 mm x 297 mm*	210 mm x 297 mm*	210 mm x 267 mm*	210 mm x 148 mm*, (horizontal) 105 mm x 297 mm*, (vertical)	87 mm x 126 mm	87 mm x 60 mm
Price	3 427 €	2 142 €	2 300 €	1 392 €	834 €	458 €
						

* plus 3 mm bleeds

Repetition increases advertising power.

Ask for annual contract specials from our advertisement sales.



Publishing and material delivery dates

ISSUE	PUBLISHING DATE*	MATERIAL DELIVERY	THEME(S)*
1	23.2.	2.2.	Buyer's guide
2	20.4.	30.3.	Commuting by bike
3	15.6.	24.5.	Cycling events of the season
4	24.8.	3.8.	Cycling trends and new products
5	12.10.	21.9.	Travelling in Finland and abroad
6	30.11.	9.11.	Winter training and gear

* According to the preliminary plan. Fillari reserves rights to change themes and publishing dates.

Planning in advance and repetition increase advertising power.
Ask for annual contract specials from our advertisement sales.

Material instructions

Material

Primarily a high-resolution PDF. Alternatively, EPS or TIFF file. Please, include a draft for the ad and information about the fonts.

Color model

CMYK

Resolution

300 dpi

Color profile used in the print

Coated Fogra39

Bleeds

3 mm on each side

Naming of the material

Advertiser, issue number and the size of the material, for example:
AdvertiserX_fillari01-210x297.pdf

Material delivery

By email to lasse.kankaanpaa@fillari-lehti.fi

DIGITAL CHANNELS

Product range

Website

The monthly number of visitors of fillari-lehti.fi and fillarifoorumi.fi is between 85 000 and 110 000.

Please, notice! We are renewing our websites and shall inform about new advertising opportunities later.

E-magazine private distribution special edition

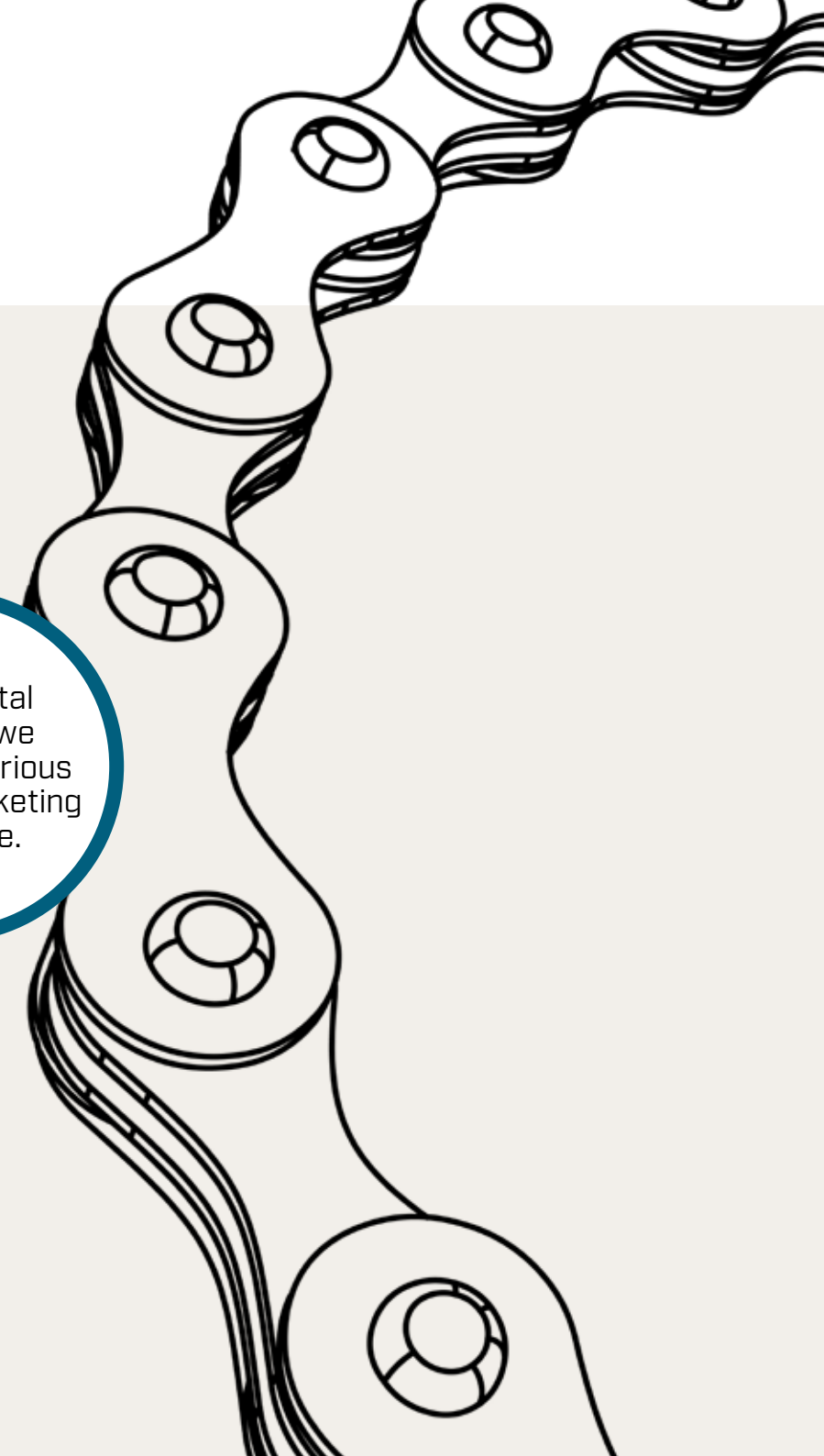
It is possible to produce a special edition for advertiser from one or more e-magazines of Fillari by adding, for example, one advertisement spread or/and the advertiser's greeting to the early pages of the e-magazine. The advertiser can distribute the special edition to it's selected audience by providing an access code. Ask more about this opportunity from our advertisement sales.

Social media

Ask more about how to advertise in our social media channels, or suggest your own campaign idea to our advertisement sales.

Fillari mobile application

The Fillari application is a downloadable service for mobile devices, that allows our subscribers to view the e-magazines. We create new services for the app and update its functionality and layout in the future. Advertisers have an opportunity to purchase advertising from the app. Ask more of this opportunity from our advertisement sales.



In our digital channels we can make various creative marketing ideas true.

DIGITAL CHANNELS

Advertisement prices and sizes

fillari-lehti.fi

Wide banner at the top of the page, visible in all pages.
Size 720 x 100 pixels.
Price 155,00 € / week

Other digital services

Please ask more info and offer from our advertisement sales.

fillarifoorumi.fi

- Wide banner at the top of the page, visible in all pages. Size 720 x 100 pixels. Price 280,00 € / week
- Wide banner at the bottom of the page, visible in all pages. Size 720 x 100 pixels. Price 195,00 € / week
- Small banner at the top, on the right of the forum logo, visible in all pages. Size 250 x 60 pixels. Price 129,00 € / week

Prices indicated are exclusive of value added tax (vat).
When invoicing inside Finland a vat of 24% is added to the prices.

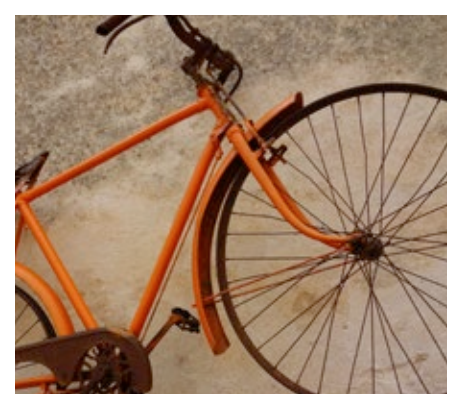
Please, notice!

Digital ad slots are available on a limited basis. Please book your ad as soon as the desired time of marketing is known. We will prioritize advertisers which are aboard in a large scale in Fillari's media, especially in the printed magazine.

Material instructions

- Banner file formats: jpg, gif or png images, or animated gifs. The maximum file size is 100 kilobytes
- If you submit a flash banner, links must be included in the film and configured so, that when clicked a new browser window will open. Editing a flash movie is possible only for the movie builder. Flash movie maximum file size is one megabyte.
- Material delivery by email to lasse.kankaanpaa@fillari-lehti.fi

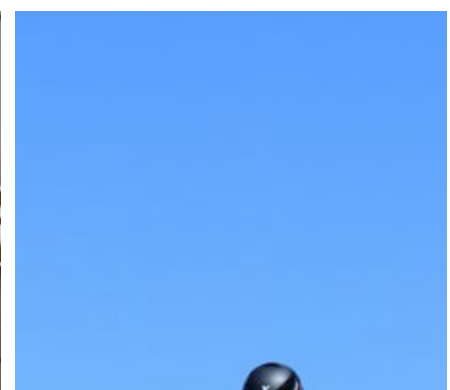
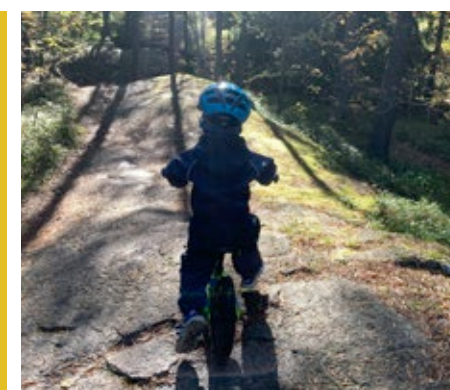




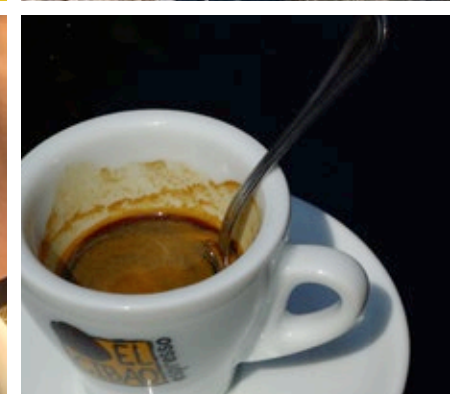
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WATTS***



FILLARI
Supporting Finnish
cyclists and cycling
culture already
since 1993



**TRAIN HARD
RACE EASY**



With Fillari's channels
you can reach more than
100 000 active readers
in a month

