



Suomen Sotilas is the magazine for decisionmakers, soldiers, and politicians

Suomen Sotilas is an independent Finnish magazine of defence and security. The magazine covers openly, independently and critically issues on defence, security, and society's vital functions.

Circulation: 12,000

Schedule 2018

Issue	Release date	Booking	Materials
1	16.2.2018	19.1.2018	26.1.2018
2	20.4.2018	22.3.2018	29.3.2018
3	5.6.2018	7.5.2018	14.5.2018
4	7.9.2018	9.8.2018	16.8.2018
5	26.10.2018	28.9.2018	5.10.2018
6	21.12.2018	23.11.2018	30.11.2018

Sizes and prices 2018

Size	No margins	Margins
2/1	375 x 270	420 x 297
1/1	186 x 270, inside front cover	210 x 297
1/1	186 x 270, inside back cover	210 x 297
1/1	186 x 270, back cover	210 x 270
1/1	186 x 270	210 x 297
1/2	vertical 90 x 270	102 x 297
1/2	horizontal 186 x 134	210 x 145
1/3	vertical 60 x 270	65 x 297
1/4	horizontal 90 x 134	102 x 145
1/4	horizontal 186 x 66	210 x 72
1/8	vertical 43 x 120	43 x 120
1/8	horizontal 90 x 60	90 x 60

Size	Price
2/1, two page spread	2 590 €
1/1, inside front cover	2 025 €
1/1, inside back cover	2 225 €
outside back cover	2 430 €
1/1	1 335 €
1/2	800 €
1/3	605 €
1/4	480 €
1/8	350 €

Changes in themes and dates are possible. Check from your contact person.

Media agency discount -15%
Fixed place +10%
VAT 24% excluded.

Sales

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Materials

Requirements:

- Print ready Adobe PDF.
- More info: info@punamusta.com
- Send to: ilmoitus@suomensotilas.fi

Publisher

Kustannusosakeyhtiö Suomen Mies
Döbelninkatu 2, 00260 Helsinki, Finland
Website: www.suomensotilas.fi
Suomen Sotilas ISSN: 1237-8704

Technical data

Size: 210 x 297 mm
Binding: perfect binding
Printing house: PunaMusta

Terms and conditions

VAT (24%) will be added to all prices. Prices are valid for print ready materials only.

Cancellations

Written cancellations must be made by the booking date at the latest. Full price will be charged for later cancellations.

Billing and payments

Invoice due date 10 days from the release date.

Reclamations

Reclamations in writing within 10 days from the release date.

The magazine doesn't take any responsibility for advert materials, only prices.

Digital marketing

Suomen Sotilas can offer your business media exposure with digital marketing. *Suomen Sotilas* Facebook page has 50 000 followers, and thousands visit our website every week.

Whether your business is in the field of defence and security or other lifestyles as sports, outdoors, travel, or electronics, our platform is for you.

Our marketing model is very simple and with a viewable guarantee.

1.

Sponsored story on Suomen Sotilas Facebook page and Twitter, viewable guarantee of at least 6,000 impressions, price € 250, including editing.

2.

Larger story (advertorial, 3,000–6,000 characters) on Suomen Sotilas website, 30 days on front page or viewable guarantee of 1,000, price € 450, including editing.

3.

Leaderboard or vertical banner (140x350 px) on Suomen Sotilas website for a month, price € 300
(NB! Not on banner carousel, viewable all the time)

Whole package (1 + 2 + 3)
normally €1,000, **special offer € 800** (VAT 0%)



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