

BODY

MEDIA FACTS 2012



WHO ARE THE READERS OF THE BODY

Age group 18 - 29 years approx. 60 %, 30 - 45 years 38 %
Men approx. 80 % Women approx 20 %

The target group and those who buy the magazine are one and the same.

Our magazine is for those who are interested in fitness trading, those who live by and for their interest: To train hard!

If you are looking to reach those, who are seriously into fitness training in Finland, then BODY is the magazine for you!



Advertisement prices in Euros



2/1	page	spread	4 400 €
1/1	page	full page	2 700 €
1/2	page	100 x 260 mm	1 500 €
		205 x 122 mm	1 500 €
1/4	page	96 x 130 mm	850 €
1/8	page	96 x 66 mm	450 €

Prices are subject to valid VAT. For sales to another Member States, we kindly ask your VAT No, which will be needed in intra-community advertising services (§ 68). We offer frequency discounts

In 2012 BODY will have an extra 500 copies for events like Fitness Classic (January # 1/12) and Fitness Expo (August # 5). These issue's will be sent free extra for all fitness and sports clubs in Finland.

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Publisher

Egmont

Advertisement bookings

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Circulation

17 300 Pcs.

Magazine format

217 x 280 mm,

Printing area

200 x 260 mm

Printing method

Offset (screen intensity

150 lines/inch or 60 lines/cm)

Material requirements

PDF

Publication schedule for 2012

Nro	Date of issue	Booking of Ads	Materials
1	26. 1 2012	week 52/2011	3. January
2	8. 3. 2012	week 5 2012	13. February
3	26. 4. 2012	week 13 2012	4. April
4	7. 6. 2012	week 20 2012	5. May
5	9. 8. 2012	week 24 2012	13. July
6	27. 9. 2012	week 35 2012	5. September
7	1. 11. 2012	week 40 2012	8. October
8	13. 12. 2012	week 46 2012	20. November

14. 4. • Fitness Classic, Turun konserttitalo

8. - 9. 9. • Fitness Expo 2012, Lahden Messukeskus

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