

MEDIA FACTS 2010

BODY

www.bodylehti.fi

The most purchased sport magazine in Finland

Editor BODY-lehti
P.O. BOX 158, 5101 Lahti
Finland

Editor-in-Chief K.P. Ourama
kp.ourama@bodylehti.fi
www.bodylehti.fi

Publisher Hjemmet Mortensen Ab

Advertisement bookings
Aune Autio
Suomen Media-Kamari Oy
Pisteenkaari 4, 03100 Nummela
Finland
Tel. +358 (0)9 2238 5615
Mob. +358 (0)40 535 7182
aune.autio@bodylehti.fi
www.bodylehti.fi

Circulation 17 300 Pcs.

Magazine format 217 x 280 mm Printing area 200 x 260 mm

Printing method Offset (screen intensity 150 lines/cm or 60 lines/inch)

Material requirements PDF

WHO ARE THE READERS OF THE BODY

Age group 18 - 29 years approx. 60 %, 30 - 45 years 38 %

Men approx. 80 % Woman 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	100 x 122 mm	850 €

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

PUBLICATION SCHEDULE FOR 2010

No	Date of issue	Booking of Ads	Materials
1	21 January	Week 51 - 2009	7. January
2	4. March	Week 1 - 2010	10. February
3	8. April	Week 5 - 2010	17. March
4	3. June	Week 14 - 2010	12. May
5	5. August	Week 24 - 2010	8. July
★ 6	16. September	Week 33 - 2010	27. August
7	4. November	Week 39 - 2010	14. October
8	16. December	Week 44 - 2010	25. November

★ = Fitness Expo's Special number

Address for sending the advertisement material:

mats@arkmedia.fi
Tel. +358 (0)6 317 1515
Mob. +358 (0)400 974 971
FTP (ftp.arkmedia.fi) User: body - password: body

