

# Hevosurheilu

100TH YEAR OF PUBLICATION

MEDIAKIT 2024



Total-  
reachability  
92,500 readers  
weekly!  
(KMT 2023)

## A Finnish horse person's most important publication

**Hevosurheilu magazine** is a combination of 100 years of experience and the attitude of a forerunner – and of course a profound expertise in the field of horses.

With print and digital media, you will reach the traditional horse racing enthusiast. You will also reach our equestrians and riders through our new digital site [ratsastus.hevosurheilu.fi](https://ratsastus.hevosurheilu.fi)

The reader of Hevosurheilu is an informed follower of the field and interested in today's product range.

The magazine comes out once a week on Wednesdays. The magazine is updated on our webpage daily.

Easy and versatile ad placement in the printed magazine as well as in digital platforms.

Hevosurheilu magazine is a great pastime but also a unique and thoroughly up-to-date source of information to all friends of horses and horse racing.



Approx. 150 000  
unique monthly  
visitors on our  
webpage

### Front cover

Panorama: front and back cover 528x42 mm 1150 €	Front cover 254x275 mm 3600 €	Front cover rectangle 254x42 mm 925 €	Back cover 254x365 mm 3200 €	Back cover rectangle 254x42 mm 425 €

### Inside pages

Full page 1/1 254x365 mm 2850 €	Half page 1/2 254x180 mm 1750 €	1/4 vertical 147x180 mm 1090 € 1/3 vertical 95x365 mm 1520 €	1/8 147x88mm 610 € Bottom page rectangle 254x88 mm 825 €	1/20 43x88 mm 210 € 1/10 95x88 mm 420 € 1/6 vertical 95x180 mm 750 €

### CIRCULATION AND READERSHIP

Total reachability 92,500 readers weekly!\*)  
KMT Research 2023

### PUBLICATION

The magazine comes out once a week on Wednesdays, with few exceptions due to midweek holidays when the publishing date is either Tuesday or Thursday. The magazine is updated on our webpage daily.

### THE BREEDING CATALOGUE 2024

The most important reading package of the horse breeding season. The great breeding catalogue will come out in February 2024.

### SOCIAL MEDIA

Social media reaches approximately 180 000 unique visitors every year.

### THEME ISSUES

- 24.1. Education
- 13.3. 3 yo standardbred trotting horses
- 4.4. Horses Trade Fair
- 24.4. Breeding
- 22.5. Elitloppet and Summer races
- 19.6. Transportation, cars and moving
- 10.7. The Kuninkuusravit championship
- 24.7. Hevosurheilu 100 years theme
- 18.9. Feeding & Construction
- 23.10. Helsinki Horse Show
- 20.11. Christmas presents
- 18.12. Christmas greetings



Banners	webpage / mobile	price	displays
1	980x400 / 300x300	750 € 1300 € 1900 €	50 000 100 000 200 000
2	468x400 / 300x300	550 € 950 € 1350 €	50 000 100 000 200 000
3	160x600 / 300x300	550 € 950 € 1350 €	50 000 100 000 200 000

Also many-sided and imposed Rich media formats available. Please ask more details for your contact person.

Banner material must be delivered five (5) days prior to the wanted starting date by email to [huilmoitukset@hevosurheilu.fi](mailto:huilmoitukset@hevosurheilu.fi)

**Digipaper advertising** 295 €/week

**Newsletter package** 990 €

- Ad placement with a logo in Hevosurheilu newsletter, a newsletter is sent by email to every Hevosurheilu newsletter subscriber.  
The package also includes 50 000 banner displays on [hevosurheilu.fi](http://hevosurheilu.fi) webpage and in mobile.

**Content package** 2900 €

- Commercial content article Hevosurheilu.fi
- Highlight in the Hevosurheilu Facebook group, approx. 37 000 followers
- Native advertising in printed magazine, size 254x180 mm
- Banner advertising with 100 000 displays
- Digipaper advertising for one week



**Do you need help with content production?**  
**Ask us for more details!**

VAT 24 % will be added to the prices. Paper invoice billing surcharge 2,20 € (including VAT).





## ADVERTISEMENT RATES DIGITAL MEDIA

### NEW!

New! Our equestrians and riders own site will be found in ratsastus.hevosurheilu.fi  
You can also book your advertisement only in this site if you only need to reach them without traditional horse racing enthusiasts.

Banners	webpage / mobile	price	displays
<b>Grand Prix</b> 1	980x400 / 300x300	750 € 1300 € 1900 €	50 000 100 000 200 000
<b>VIP Area</b> 2	468x400 / 300x300	550 € 950 € 1350 €	50 000 100 000 200 000
<b>Sunny stand</b> 3	160x600 / 300x300	550 € 950 € 1350 €	50 000 100 000 200 000

Also many-sided and imposed Rich media formats available. Please ask more details for your contact person.

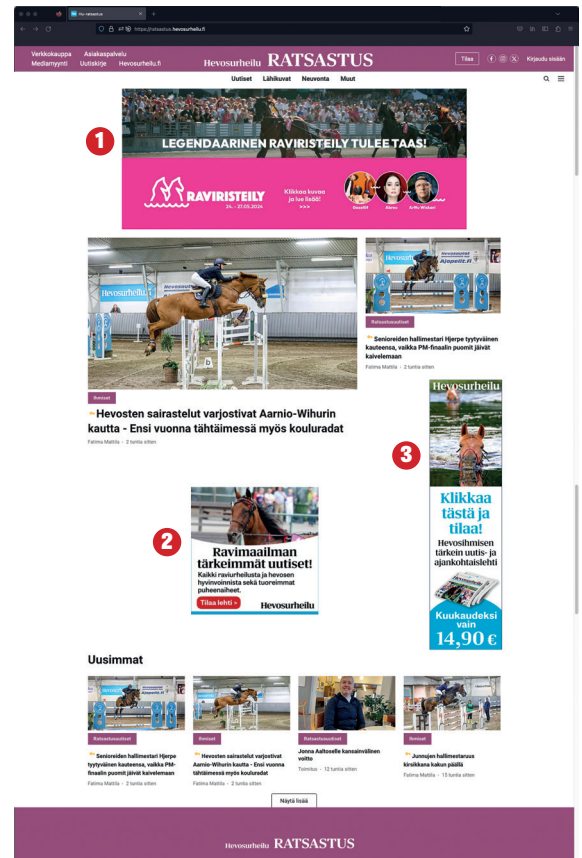
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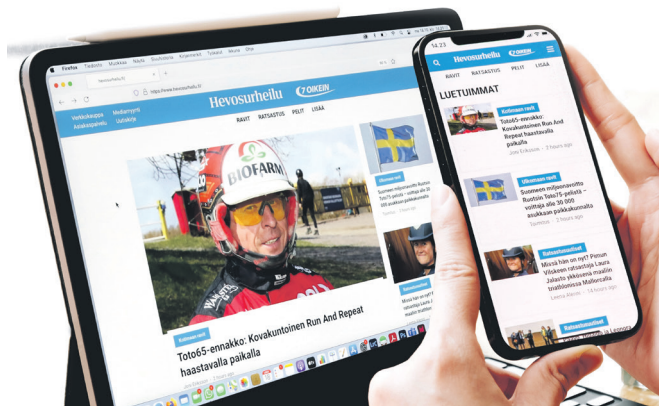
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The active field of horses creates demand also for quality products and service businesses. Hevosurheilu magazine and its digital media are the best way to reach all the active people of the horse field. They are people with mobility and purchasing power.

The field of horses has grown strongly in recent years. There are approximately 70 000 horses and 35 000 horse owners. There are already 170 000 horse riders and around 200 000 people are actively involved with racehorses, either full-time or as active amateurs. Over 300 000 spectators visit harness races every year.

Hevosurheilu comes out once a week, always on Wednesdays with few exceptions due to midweek holidays.



### PUBLISHER

Suomen Hevosurheilulehti Oy  
Ravitie 1 B, 00370 Helsinki  
hevosurheilu@hevosurheilu.fi  
VAT 0729907-6

Customer Service Tel. +358 20 760 5300  
tilaukset@hevosurheilu.fi

Advertisements Tel. +358 20 760 5330  
huilmoitukset@hevosurheilu.fi

Chief Executive  
**Keijo Kinnula**  
Tel. +358 40 775 9015

Editor-in-chief  
**Jari-Pekka Rättä**  
Tel. +358 400 137 458

Hevosurheilu is a member of News Media Finland and DMA Finland (Data & Marketing Association of Finland).

### MEDIA SALES

Suomen Hevosurheilulehti Oy  
**Mika Tikkanen**  
Tel. +358 40 625 5985  
mika.tikkanen@hevosurheilu.fi

Saarsalo Oy **until 31st March 2024**  
**Mikko Salmensuu**  
Tel. +358 44 777 5112  
mikko.salmensuu@saarsalo.fi

Saarsalo Oy **until 31st March 2024**  
**Niina Tuulaskoski**  
Tel. +358 41 313 1047  
niina.tuulaskoski@saarsalo.fi

### PAYMENT DETAILS

Nordea FI52 2185 1800 0009 38  
BIC NDEAFIHH

### TECHNICAL INFO AND MATERIAL REQUIREMENTS

#### MATERIAL DELIVERY

huilmoitukset@hevosurheilu.fi

#### TECHNICAL INFO

Newsprint 42,5 brightness range of ISO-59  
Pre-made pdf-file (Adobe InDesign/Illustrator)  
Image resolution 220 dpi  
Images in RGB-format  
Graphics in CMYK format,  
WAN-IFRAnewspaper26v5

Printing:  
House Sanoma Manu Oy Tampere  
Kaleva Media Oy Oulu

#### MATERIAL SCHEDULE

Pre-made material **by Monday 12 o'clock.**  
Material requiring preparation **by Friday 12 o'clock.**

#### CANCELLATION

Publication of material that is delivered after the deadline cannot be guaranteed. If material is delivered after the deadline, + 20 % material will be charged. If the material is not delivered, the net price of the advertisement will be charged. Cancellations must be done according to the material schedule, not later than two (2) days before the publishing date at 12 o'clock. 50 % of the net price of the advertisement will be charged of cancellations made less than 2 days prior to the publication of the magazine.

The right to changes is reserved.