JAHTI

FINNISH HUNTERS' ASSOCIATION MEMBERS' MAGAZINE

JAHTIMEDIA.FI

5
issues
per year

Media information 2020

MEDIA INFORMATION 2020

FINNISH HUNTERS' ASSOCIATION

JAHTI is a magazine published by the Finnish Hunters' Association and distributed five times a year. Most of the readers are members of the Finnish Hunting Association and thus active hunters.

JAHTI is a high-quality magazine that is published at carefully planned points in time:

FEBRUARY
annual meetings of the hunting clubs

APRIL
summertime shooting competitions, game management

JULY
The beginning of the new hunting season

SEPTEMBER
The most important hunting season

DECEMBER
wintertime shooting competitions, hunting-related events, snowy conditions, Christmas

Technical data:

FORMAT OF SUBMITTED MATERIALS:
A print-ready PDF must be submitted either online: *astehelsinki.fi/ilmoitukset* or by email: *jahti@metsastajaliitto.fi* by the submission deadline. The editorial staff shall not be responsible for ensuring the accuracy of submitted materials.

NAME OF SUBMITTED MATERIALS:
Advertiser's name_size of ad mm.pdf
(E.g. Huntingcompany_190x119.pdf)

PRINT PROFILE:
Inside pages: PSO_LWC_Improved_eci
Covers: ISOcoated_v2_300_eci

PAGE PRODUCTION AND LAYOUT:
Aste Helsinki Oy

Cover photo: Hannu Huttu

CIRCULATION:
143,566
(Circulation Audit 2011)

READERSHIP:
270,000
(NRS fall 2015 / spring 2016)

CIRCULATION AREA:
Throughout Finland

PUBLISHER:
Finnish Hunters' Association

PLACE OF PRINT:
UPC Print, Vaasa

PAGE SIZE:
220 x 280 mm

EDITORIAL OFFICE:
Finnish Hunters' Association,
Kinturinkuja 4 (P.O. Box 91),
11101 Riihimäki, Finland

tel. +358 10 841 0050

jahti@metsastajaliitto.fi

www.metsastajaliitto.fi

SALE OF ADVERTISING SPACE:
Jaska Salonen

jaska.salonen@metsastajaliitto.fi

tel. +358 10 841 0062

SEND ADVERTISING MATERIALS TO:
Online: astehelsinki.fi/ilmoitukset
Email: jahti@metsastajaliitto.fi

Magazine publishing dates and deadlines:

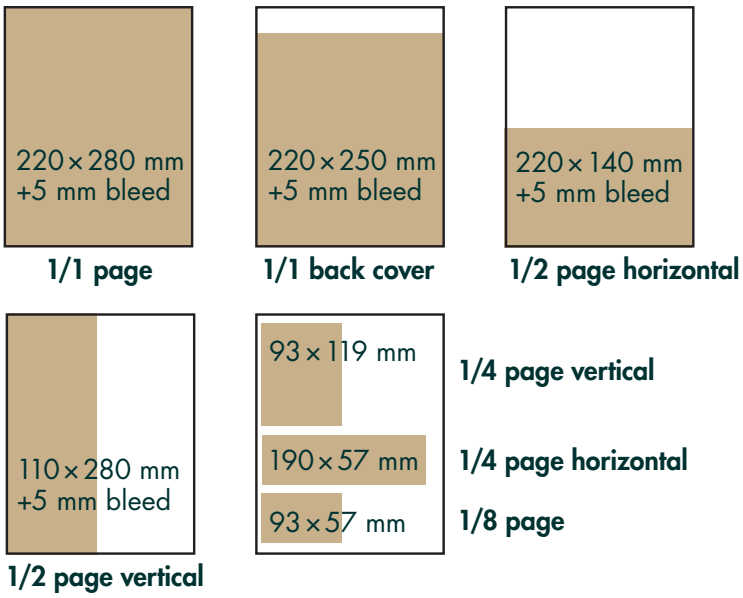
Issue	Reservation	Submission	Issue published
No 1	8. Jan	22. Jan	19. Feb
No 2	4. Mar	18. Mar	22. Apr
No 3	3. Jun	17. Jun	22. Jul
No 4	19. Aug	2. Sep	30. Sep
No 5	21. Oct	4. Nov	2. Dec

The reserved advertising space must be canceled at least a week before the deadline for submission of materials; ads on specified pages at least three weeks before the deadline. If you cancel the order later than this, the Finnish Hunters' Association will charge 50% of the ad's net price. Clients will be charged 100% of net price for any orders that are cancelled after the submission deadline.

YMPÄRISTÖMERKKI MILJÖMÄRKT
4041 0948
Painotuote

Ad spaces and prices:

JAHTI MAGAZINE



Size	Price
1/1 (takakansi)	€ 4,250
1/1 (sivut 2 ja 3)	€ 3,800
1/1	€ 3,350
1/2	€ 2,200
1/4	€ 1,500
1/8	€ 750

Annual advertising agreements are always agreed on separately.

Ask for an offer on a pull-out supplement. The prices for supplements are always negotiated separately.

Online advertising at jahtimedia.fi

Jahtimedia.fi is the digital online media platform of the Finnish Hunters' Assciation and the Jahti magazine. It features hunting-related articles, interviews, and videos. In addition to banners, it is possible to utilize advertorials for advertising purposes.

ONLINE ADVERTISING AT METSASTAJALIITTO.FI

The front page of the website of the Finnish Hunters' Association has three banner ad spaces at the bottom of the page. Horizontal image size: 480 x 200 px. Price € 15/ day.

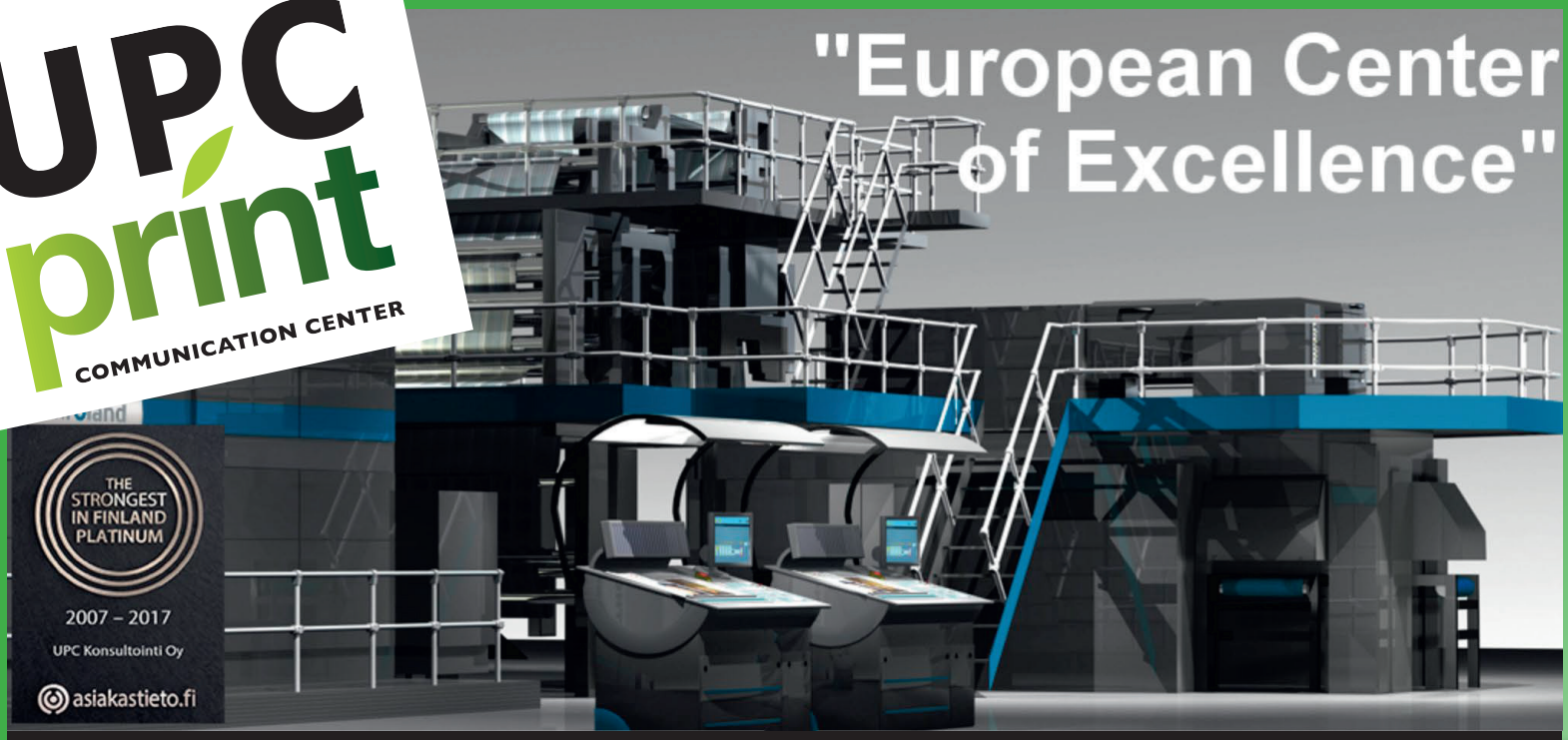
Location	Type	Size, px	Price
Front page	banner (2 side by side)	540 x 200	€ 1,000/ month
Category page*	banner on the sidebar	500 x 500	€ 500/ month or € 20/ day
Article page	banner	825 x 300	€ 500/ month
Article page	banner on the sidebar	500 x 500	€ 250/ month
Advertorial	Online article	unlimited	€ 1,000

*) Categories: hunting, nature, hunting dogs, wild game food, guns and equipment, game shooting, and blogs

TECHNICAL DATA OF ONLINE ADVERTISING:

The advertiser is responsible for the design, implementation, and delivery of the banner and the link address. Please send the banner image in exactly the right size. File format JPG or PNG. Do not use animation in the banner ad. The website is responsive, which means that the actual size of the banner will vary from device to device.

UPC print
COMMUNICATION CENTER



Industry Leader in North of Europe

We Print Smart

Excellence in standard formats

Non-standard atstandard prices

We Print Smarter

2 in 1
On-line finishing
Push Media

Super Media

Consumer Bonus
Print as social media
Print, Mobile & Web
Data Driven Performance

Kenneth Lehtola
Sales Director

+358 500 835323

TERMS AND CONDITIONS FOR ADVERTISERS:

The advertiser shall cover the expenses for drafting, preparing, and realizing the material published in Finnish Hunters' Association's various media channels (Jahti magazine, website, and other publishing platforms). The advertiser must submit the material they wish Jahti to publish in a ready-for-print format by the submission's deadline announced by the Finnish Hunters' Association. The precise format the material is to be submitted in shall be agreed upon separately. The Finnish Hunters' Association shall have the right to charge the advertiser in full for any and all expenses incurred during the implementation and publishing of their material and for the excess costs of making any changes. The Finnish Hunters' Association shall send an itemized invoice to the advertiser each time their advertisement has been published.

The Finnish Hunters' Association shall have the right to decline to publish material it views to be against good practice or at odds with the spirit of Finnish Hunters' Association's various media channels (Jahti magazine, website, and other publishing platforms). We shall notify the client immediately if their material will not be published and provide the reasons for this.

The advertiser shall maintain ownership and all immaterial rights (e.g. copyright) of the advertising material. By submitting their advertising material to the Finnish Hunters' Association, the advertiser relinquishes the right of use of their material to the Finnish Hunters' Association. The right of use relinquished to the Finnish Hunters' Association includes the right to publish the material in Finnish Hunters' Association's various media channels (Jahti magazine, website, and other publishing platforms).

The advertiser shall be responsible for ensuring that they hold the necessary ownership of and immaterial rights for the material they submit to the Finnish Hunters' Association for publication in Finnish Hunters' Association's various media channels (Jahti magazine, website, and other publishing platforms). The advertiser shall be responsible for the content of the advertisement and for ensuring that it is in accordance with laws and regulations given by public authorities. The advertiser shall be entirely responsible for any direct or indirect damages that their material or publishing of this material causes to a third party and/or the Finnish Hunters'Association.

The advertiser shall issue any possible complaints on the treatment of their material in writing no later than fourteen (14) days after the material has been published, with the understanding that they have accepted the layout for the material.

The Finnish Hunters' Association shall not be responsible for indirect damages to the advertiser or third parties, unless it is seen that these have been caused intentionally or are due to gross negligence. The maximum liability of the Finnish Hunters' Association shall always be the amount of money that the Finnish Hunter's Association has received from the advertiser, with the exception of damages that have been brought about intentionally or are due to gross negligence. The Finnish Hunters' Association shall not be responsible for minor printing or layout errors that do not hinder the understanding of the advertiser's material and do not reduce its advertising value.

The Finnish Hunters' Association shall not be responsible for errors in published materials if they were in the material at the time it was submitted to the Finnish Hunters' Association. The Finnish Hunters' Association shall not be in any way liable for the content or structure of websites owned or maintained by third parties in spite of the fact that it may be possible to access Finnish Hunters'Association's various media channels (Jahti magazine, website, and other publishing platforms) directly from those sites using links. The Finnish Hunters' Association shall not be held responsible for the interruptions of service on Finnish Hunters' Association's various media channels (Jahti magazine, website, and other publishing platforms) due to possible service breaks or faults in data communications.