



MEDIA KIT 2024

*Live the
outdoors
with
LATU&POLKU
magazine*

LATU&POLKU

If you want to contact the outdoorsy Finns, LATU&POLKU magazine is the right media for you.

- **LATU&POLKU** It's the biggest outdoor magazine in Finland – over 140 000 readers (94 000 members) per issue and circulation of over 63 000 copies.
- It's a magazine for all the outdoor lovers covering travelling, skiing, hiking, trail running, mountain biking and other outdoor activities.
- **LATU&POLKU** writes about the latest gadgets and the essential gear for running, skiing, paddling, trekking and other sports.

latujapolku.fi

THE OUTDOOR ASSOCIATION OF FINLAND

Latu&Polku Magazine is published by Suomen Latu, The Outdoor Association of Finland, which is a promoter of outdoor activities, an expert in hiking and an organisation open to all. Suomen Latu was found in 1948. There are already almost 94 000 members who are active in 180 member associations.

Suomen Latu wants to increase Finnish people's interest in exercise as well as developing possibilities for outdoor, conditioning and recreational exercise.

suomenlatu.fi/en

**Biggest in
Finland**

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LATU&POLKU

DATES, RATES & CONTRACT INFORMATION

Issue	Publication day	Material day	Booking
1	28.2.	7.2.	29.1.
2	29.5.	3.5.	26.4.
3	4.9.	9.8.	2.8.
4	4.12.	8.11.	1.11.

Sizes	Width x height (mm)	Rates
1/1*	217 x 280	3500 €
1/1	177 x 240	3500 €
2nd cover*	217 x 250	3800 €
Back cover*	217 x 250	4000 €
2/1*	434 x 280	5200 €
1/2 vertical*	105 x 280	1950 €
1/2 vertical	85 x 240	1950 €
1/2 horizontal*	217 x 137	1950 €
1/2 horizontal	177 x 117	1950 €
1/3 vertical*	75 x 280	1600 €
1/4 horizontal	177 x 56	1200 €
1/4 square	85 x 117	1200 €
1/8	85 x 56	650 €
1/16	39 x 56	420 €

RATES INCLUDE VAT (0 %)

* WITHOUT MARGIN

TECHNICAL SPECS

- Trim size of the magazine: 217 x 280 mm
- Bleed: 3 mm
- Please note that back cover ads must include a white space of 30 mm in the top
- Printing method: Offset
- Binding: Stapling
- Papers: Galerie Art Gloss 150 g/m2, Novapress Silk 70 g/m2
- Format: Ads in digital format, preferably PDF
- Prepress and layout: Punamusta, punamusta.com
- Send your ads to ilmoitukset@suomenlatu.fi

CONTRACT INFORMATION

- Cancellations must be done at latest 3 weeks before the publication day.
- Cancellations after the last cancellation date will be subject to a change of 50 % of the net rate.
- Reclamations must be done in written form within 14 days of the publication.
- The information presented in this Media Guide is subject to changes. The Publisher has the right to make changes to its range of services, content, operations and descriptions.

CONTACT OUR SALES!

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