

# Mediacard 2019

Reach 200 000 active people

## JUOKSIJA

Circulation 20 537 (2017)  
Impression 20 000–55 000  
Readers 72 000 (KMT 2017)



### Publishing and material schedule

No	Publishing	Material	Booking	
1	1.2.	15.1.	9.1.	
2	Extra circulation 13.3.	25.2.	8.2.	Running calendar
3	8.4.	22.3.	15.3.	
4	Extra circulation 10.5.	24.4.	17.4.	
5	19.6.	3.6.	24.5.	
6	22.8.	6.8.	30.7.	
7	26.9.	10.9.	3.9.	
8	Extra circulation 1.11.	16.10.	9.10.	
9	12.12.	26.11.	19.11.	Training diary

Triple circulation 30 000–50 000 pieces

## Pyöräily

+Triathlon

Impression 7 000–13 000



### Publishing and material schedule

No	Publishing	Material	Booking
1	21.2.	1.2.	28.1.
2	29.4.	11.4.	5.4.
3	13.6.	24.5.	20.5.
4	12.9.	23.8.	19.8.
5	21.11.	4.11.	28.10.

## Hiihto

Circulation 7 637 (2017)  
Impression 10 000–16 000



### Publishing and material schedule

No	Publishing	Material	Booking
1	30.1.	10.1.	4.1.
2	8.3.	18.2.	12.2.
3	3.6.	16.5.	10.5.
4	23.9.	5.9.	30.8.
5	30.10.	11.10.	7.10.
6	12.12.	15.11.	18.11.

## Kunto & terveys

Impression 9 000–14 000



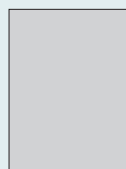
### Publishing and material schedule

No	Publishing	Material	Booking
1	24.1.	9.1.	3.1.
2	28.3.	12.3.	6.3.
3	15.5.	29.4.	23.4.
4	26.8.	9.8.	5.8.
5	10.10.	24.9.	18.9.
6	29.11.	13.11.	7.11.

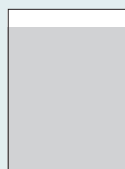
### Sizes (+ bleed 3 mm)



Spread 420 x 280 mm  
(width x height)



Full page  
210 x 280 mm



Back cover  
210 x 250 mm



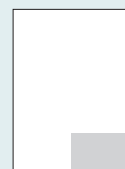
1/2 page upright  
103 x 280 mm



1/2 page vertical  
210 x 140 mm



1/4 page  
103 x 140 mm



1/8 page  
87 x 59 mm

### Advertising rates (VAT 0 %)

SIZE	Juoksija		Hiihto	Pyöräily+Triathlon	Kunto & terveys
	(Juoksija & Calendar)	Extra circulation			
Spread	6 690 €	7 990 €	4 090 €	3 790 €	3 290 €
Back cover	4 990 €	5 990 €	3 390 €	3 390 €	2 690 €
Covers 2, 3	4 290 €	5 100 €	2 990 €	2 790 €	2 190 €
Full page	3 890 €	4 700 €	2 690 €	2 490 €	1 990 €
1/2	2 290 €	2 900 €	1 690 €	1 490 €	1 290 €
1/4	1 490 €	1 800 €	890 €	790 €	690 €
1/8	770 €	900 €	490 €	440 €	390 €

### Technical info

Format	210 (width) x 280 (height)
Printing method	offset
Place of printing	Punamusta Oy
Colour	CMYK
Colour profile	ISO Coated V2 300% ECI
Resolution	300 dpi
Bleed	+ 3 mm
Materials	aineistot@juoksija-lehti.fi
Inserts should be sent to	Punamusta (lähettäjä), Kosti Aaltosen tie 9, 80140 Joensuu

Insert  
are priced  
separately.  
Ask for  
an offer

### Advertising sales

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