

# Mediacard 2019



## The leading riding magazine in Finland

Hippos will publish seven issues in 2019 and the magazine is distributed to approximately 40 000 households, including all members of the Finnish Equestrian Federation and private subscribers. Hippos is also available in stores. Hippos is the most efficient way in Finland to reach riders as a target group.

## Adprices and -sizes

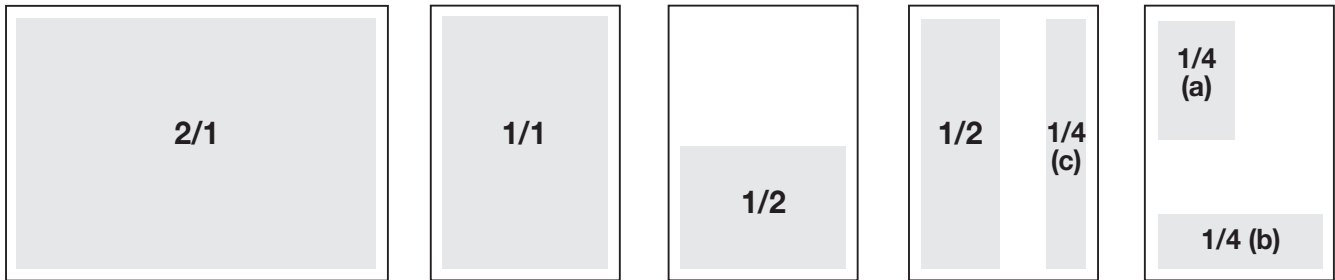
2/1 full spread	4 890,-	420 x 297 mm *	400 x 270 mm **
1/1 back cover	3 440,-	210 x 297 mm *	
1/1 full page	2 980,-	210 x 297 mm *	186 x 270 mm **
1/2 page horizontal	1 950,-	210 x 148 mm *	186 x 133 mm **
1/2 page vertical	1 950,-	105 x 297 mm *	90 x 270 mm **
1/4 page (a, b)	1 080,-	90 x 133 mm *	186 x 65 mm **
1/4 page (c)	1 080,-	57 x 297 mm *	43 x 270 mm **

Specific adplacement +10%.

Ask annual contract discount from our adsales.

Payment terms 14-days net.

\* + 3 mm bleeds \*\* ad with margins



## Publishing schedule / material delivery dates

Issue	Publishing date	Print ready material	Preparable material
1	7.2.	18.1.	11.1.
2	14.3.	22.2.	15.2.
3	25.4.	5.4.	29.3.
4	13.6.	24.5.	17.5.
5	15.8.	26.7.	19.7.
6	3.10.	13.9.	6.9.
7	21.11.	1.11.	25.10.

RATSASTUKSEN ERIKOISLEHTI  
**HIPPOS**

### Adsales and marketing

Lasse Kankaanpää  
+358 45 899 9929  
lasse.kankaanpaa@ridemedia.fi

### Ad delivery

aineistot@ridemedia.fi

### Editor in chief

Jutta Koivula  
jutta.koivula@ratsastus.fi

### Publisher

RideMedia Oy  
Managing director  
Jukka Helminen  
+358 9 8789 2400  
jukka.helminen@ridemedia.fi

**RIDE Media**

## Material instructions

**Material:** high resolution PDF.  
Alternatively EPS or TIFF-file.

**Supported softwares:** InDesign,  
FreeHand, Illustrator, PageMaker,  
QuarkXpress.

**Pictures:** High resolution, saved as  
TIFF, EPS or PSD.  
Color profile CMYK. Possible JPEG-  
picture saved with HIGH QUALITY  
setting.

**Colouring:** CMYK

**Resolution:** 300 dpi

**Printheouses color profile:**  
ISOcoated\_v2\_300

**Cut bleeds:** 3 mm

**Material naming:**  
Advertiset, magazine number and  
adsize, for example »AdvertiserX\_  
Hippos003\_210x148.pdf«

**MATERIAL DELIVERY :**  
Email: aineistot@ridemedia.fi