

Mediacard 2018



The leading riding magazine in Finland

Hippos will publish seven issues in 2018 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

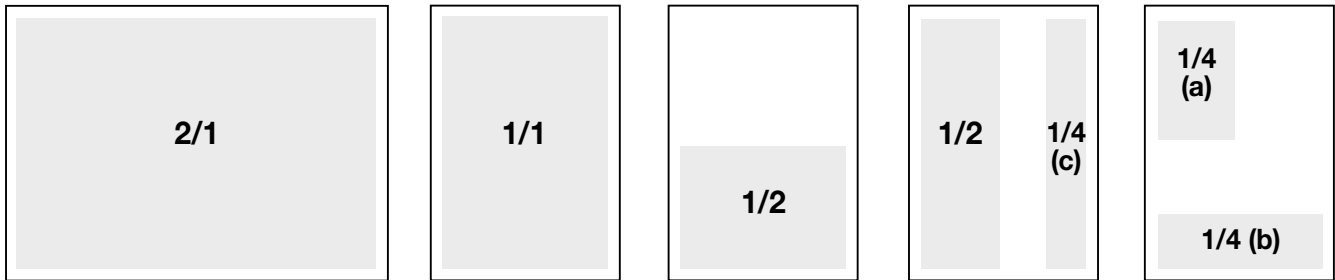
2/1 full spread	4 890,-	420 x 297 mm *	400 x 270 mm **
1/1 back cover	3 440,-	210 x 297 mm *	
1/1 full page	2 980,-	210 x 297 mm *	186 x 270 mm **
1/2 page horizontal	1 950,-	210 x 148 mm *	186 x 133 mm **
1/2 page vertical	1 950,-	105 x 297 mm *	90 x 270 mm **
1/4 page (a, b)	1 080,-	90 x 133 mm *	186 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	8.2.	19.1.	12.1.
2	15.3.	23.2.	16.2.
3	26.4.	6.4.	30.3.
4	14.6.	25.5.	18.5.
5	30.8.	10.8.	3.8.
6	4.10.	14.9.	7.9.
7	22.11.	2.11.	26.10.

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HIPPOS

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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

Printhouses 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