

EQUESTRIAN MAGAZINE

HIPPOS

**Hippos Magazine
reaches
effectively Finnish
equestrian
enthusiasts from
competitors
to hobby riders.**

Finland's most significant equestrian magazine!

Hippos Magazine is the largest equestrian magazine in Finland. The revised Hippos magazine is published seven times in 2024 by The Equestrian Federation of Finland. It is distributed to almost 35.000 households. The number of readers of the magazine is at least doubling. Single issues are sold at Lehtiluukku.



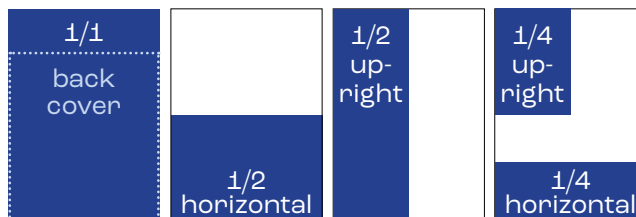
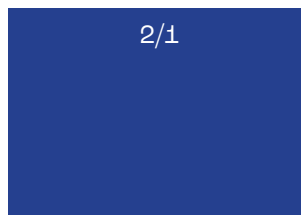
Media Card 2025

Rates and sizes

| | | |
|---|--------------|---------|
| 2/1 spread | 420 x 297 mm | 4 900 € |
| 1/1 page | 210 x 297 mm | 3 200 € |
| 2. ja 3. opening | 210 x 297 mm | 3 600 € |
| Back cover | 210 x 267 mm | 3 800 € |
| Note: 30 mm smaller than the full page, as there is mailing space at the top. | | |
| 1/2 page horizontal | 210 x 148 mm | 2 100 € |
| 1/2 page upright column | 105 x 297 mm | 2 100 € |

Market section

| | | |
|--------------------------|-------------|---------|
| 1/4 page horizontal | 210 x 57 mm | 1 300 € |
| 1/4 page upright column | 90 x 133 mm | 1 300 € |
| 1/8 page horizontal | 90 x 65 mm | 720 € |
| 1/16 page upright column | 45 x 65 mm | 190 € |



Attachments
can also be placed
in Hippos.
Request more detailed
instructions from
our Media sales.

We have nice offers for repeated advertisements.
Please ask for more information!

Schedule for material

| Issue | Not ready | Readymade | Published | Topics |
|-------|-----------|-----------|-----------|---|
| 1 | 13.1. | 20.1. | 7.2. | Horse traveling, riding camps and education |
| 2 | 10.3. | 17.3. | 4.4. | Wellbeing, safety and traffic * |
| 3 | 12.5. | 19.5. | 6.6. | Feeding, breeding and competition season |
| 4 | 4.8. | 11.8. | 29.8. | Champions and winners, the fall season invites |
| 5 | 15.9. | 22.9. | 10.10. | Fitness and equipment for the rider and the horse |
| 6 | 27.10. | 3.11. | 21.11. | Training, towards Christmas an new season |

The Magazine is published from the date of publication according to the distribution company, not necessarily exactly on that day.

* Presented at The Horses Fair 12th–13th April 2025 et the Tampere Exhibition and Sports Centre

Material instructions

- **Resolution: 300 dpi**
- **Add 3 mm bleed (no marks needed)**
- **Color specification: CMYK** (ICC profiles:
pages: PSO_LWC_improved_eci covers: ISOcoated_v2_300).

Mail to: aineistot@saarsalo.fi

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HIPPOS

PUBLISHER
The Equestrian Federation of Finland

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DESIGN AND LAYOUT
Tikka Talvenheimo Creative agency

PRINT HOUSE
UPC Vaasa

Conditions: The reservation is binding. Cancellations must be made no later than the date of readymade material of the number in question indicated on the media card. Later cancellation will be charged the full price. Complaints are requested to be submitted in writing within 14 days of publication. Hippos Magazine does not take financial responsibility of errors due to printing or other reasons. The magazine's liability for omission or error in publication is limited to refund of the price paid for the advertisement. The publisher reserves the right not to publish advertisements that are contrary to its mission and interests.