

2026

EQUESTRIAN MAGAZINE

HIPPPOS

www.ratsastus.fi

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 six times in 2025 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.



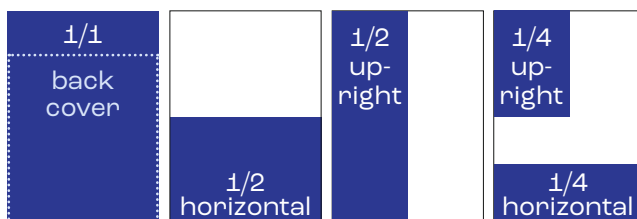
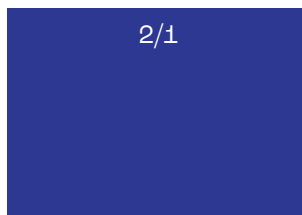
Media Card 2026

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	12.1.	19.1.	6.2.	Horse traveling, riding camps and education *
2	9.3.	16.3.	2.4.	Helsinki Horse Show, wellbeing and traffic **
3	11.5.	18.5.	5.6.	Feeding, breeding and competition season
4	10.8.	17.8.	4.9.	Champions and winners, the fall season invites
5	21.9.	28.9.	16.10.	Fitness and equipment for the rider and the horse
6	2.11.	9.11.	27.11.	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 Helsinki Horse Show 2026 ** Presented at The Horses Fair 2026 at 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

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DESIGN AND LAYOUT
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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.