

RATSASTUKSEN ERIKOISLEHTI

# 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 40.000 households. The number of readers of the magazine is at least doubling. Single issues are sold at Lehtiluukku.



# Media Card 2024

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

## RATES AND SIZES

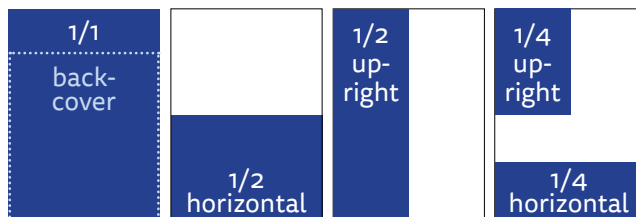
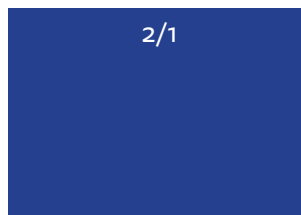
2/1 spread	420 x 297 mm	4 900 €
1/1 page	210 x 297 mm	3 200 €
2. and 3. opening	210 x 297 mm	3 600 €
Back cover	210 x 267 mm	3 800 €

↪ 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	400 €
1/16 sivu upright column	45 x 65 mm	190 €



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

## SCHEDULE FOR MATERIAL

Issue	Not ready	Readymade	Published*	Topics
1	8.1.	15.1.	2.2.	Horse traveling, riding camps and courses
2	26.2.	4.3.	22.3.	Travelling and safety **
3	8.4.	15.4.	3.5.	Feeding, breeding and young horses
4	20.5.	27.5.	14.6.	Competitions and camps at summer, tips
5	29.7.	5.8.	23.8.	Champions and winners, the fall season invites
6	9.9.	16.9.	4.10.	Training and fitness for the rider and the horse***
7	21.10.	28.10.	15.11.	At of the Helsinki Horse Show, towards Christmas

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

\*\*Horse-Fair \*\*\*Helsinki International Horse Show

## 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).
- Send PDF-file to [aineistot@kruunumedia.fi](mailto:aineistot@kruunumedia.fi)

Digital material: [aineistot@kruunumedia.fi](mailto:aineistot@kruunumedia.fi)

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# HIPPOS

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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.