

MEDIA FACTS 2011

BODY

www.bodylehti.fi

The most purchased sport magazine in Finland

Editor	BODY-lehti P.O. BOX 158, 5101 Lahti Finland
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Circulation	17 300 Pcs.
Magazine format	217 x 280 mm, Printing area 200 x 260 mm
Printing method	Offset (screen intensity 150 lines/inch or 60 lines/cm)
Material requirements	PDF

WHO ARE THE READERS OF THE BODY

Age group 18 - 29 years approx. 60 %, 30 - 45 years 38 %

Men approx. 80 % Women approx 20 %

The target group and those who buy the magazine are one and the same.

Our magazine is for those who are interested in fitness trading, those who live by and for their interest: To train hard!

If you are looking to reach those, who are seriously into fitness training in Finland, then BODY is the magazine for you!



ADVERTISEMENT PRICES IN EUROS



2/1	page	spread	4 400 €
1/1	page	full page	2 700 €
1/2	page	100 x 260 mm	1 500 €
		205 x 122 mm	1 500 €
1/4	page	100 x 122 mm	850 €

Prices are subject to valid VAT. For sales to another Member States, we kindly ask your VAT No, which will be needed in intra-community advertising services (§ 68). We offer frequency discounts.

PUBLICATION SCHEDULE FOR 2011

No	Date of issue	Booking of Ads	Materials
1	20. January	Week 51 - 2011	7. January
2	10. March	Week 1 - 2011	11. February
3	21. April	Week 5 - 2011	18. March
4	9. June	Week 15 - 2011	20. May
5	4. August	Week 24 - 2011	8. July
★ 6	15. September	Week 33 - 2011	26. August
7	3. November	Week 39 - 2011	14. October
8	8. December	Week 44 - 2011	18. November

★ = Fitness Expo's Special number

Address for sending the advertisement material:

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EGMONT