

kamera



MEDIA INFORMATION 2010 Kamera-lehti | magazine for active photographers

With over 83,000 monthly readers, Kamera-lehti is Finland's biggest and most important magazine for traditional photo, digital imaging and video. Kamera-lehti has been combining the art of photography with technology since 1950.

The magazine has a broad readership, ranging from photo-dealers and professional photographers to all those who have an interest in photography as a hobby. It follows all major developments in photography, digital imaging and video arenas: testing cameras, films, scanners, printers and software applications. Each monthly issue features several competitions as well as offering other creative challenges to its readers.

Kamera-lehti has been a member of EISA since 1985, taking an active part both in Photo and Video panels.

PROFILE

Name:	Kamera-lehti		
First issue:	1950		
Publisher:	Kameraseura ry (Helsinki Camera Club)		
Editor-in-Chief:	Pekka Punkari pekka.punkari@kamera-lehti.fi	Managing Director:	Leena Saarela leena.saarela@kamera-lehti.fi
Street address:	Lastenodinkatu 5		
City:	Helsinki		
Code:	FI-00180		
Country:	FINLAND		
Phone:	+358-9-6811 490		
Fax:	+358-9-6940 166		
E-mail address main office:	kamera@kamera-lehti.fi		
Website:	www.kamera-lehti.fi		
Member of EISA:	since 1985		

MARKETING

Marketing:	Mark Anssi Mustonen Oy Albertinkatu 31 b 30, FI-00180 HELSINKI, FINLAND
Telephone	+358-9-6922 910 / +358-40-503 8027 Merja Calton +358-9-6922 919 / +358-400-811 002 Anssi Mustonen
Fax:	+358-9-676 449
E-mail address:	firstname.lastname@markanssi.fi

CIRCULATION & READER PROFILE

Circulation:	10,582
Printed copies:	13,500
Issue n:o 3-4/2010:	over 20,000 copies (special issue: photo, video and digital imaging BUYER'S GUIDE)
Issue n:o 10-11/2010:	over 18,000 copies (BUYER'S GUIDE EXTRA)
Number of readers:	83,000
Reader profile:	amateur and professional photographers, photo-dealers

TECHNICAL DETAILS

Format magazine:	A4, 210 x 297 mm
Average size per issue:	96 pages
Colour:	all pages 4 coloured
Print-process:	offset rotation
Screen ruling:	70 lines
Paper:	inside 90 g cover 300 g
Binding:	glue binding
Printed by:	Printed by: Forssan Kirjapaino Itella Green - Zero emissions for shipments
Address:	Esko Aaltosenkatu 2 FI-30100 FORSSA, FINLAND
Telephone:	+358-3-4155 1
Fax:	+358-3-4155 726
Internet:	www.forssankp.fi

ADVERTISING RATES (EUR)

Size	Width x height	B & W	4-colour
Back cover	210 x 267 mm	-	3 500 €
2nd cover	210 x 297 mm	-	3 360 €
2/1 p.	420 x 297 mm	2 900 €	4 790 €
1/1 p.	210 x 297 mm	1 740 €	3 120 €
1/2 p. horizontal	210 x 148 mm	1 045 €	1 995 €
1/2 p. vertical	102 x 297 mm	1 045 €	1 995 €
1/4 p. horizontal	179 x 65 mm	670 €	1 090 €
1/4 p. vertical	43 x 260 mm	670 €	1 090 €
1/4 p. standard	86 x 130 mm	670 €	1 090 €
1/8 p.	86 x 65 mm	390 €	645 €

2/1 - 1/2 page sizes include marginals, 3 mm bleed. 1/4 size is printed without marginals.

Prices for additional colour, special sizes and inserts will be negotiated separately.

We offer a variety of banner advertising positions and sizes, many of which can be tailored to meet specific demands and requirements. Please contact our marketing department for more information on advertising possibilities on our website.

PLEASE NOTE: The 3-4/2010 issue of Kamera-lehti will be a special issue including "Camera Buyer's Guide" with almost 200 pages and a circulation of over 20,000. The selling period of the issue 3-4/2010 is 12 months.

Inserts: We will give you our best price for pull-outs, glue spots, extra covers etc. Ask for our offer!

ADVERTISING MATERIAL

Material:	Print ready digital material in PDF, EPS, TIFF or JPEG format. Please send 1/1 page ads directly to i.trafikki@forsrankp.fi or smaller to kilpailut@kamera-lehti.fi
Cancellations (of advertisements):	By order date in writing.
Claims and Liability for errors:	Claims within 14 days from the publication of the issue in writing. The liability of Kamera-lehti is limited to a refund of the amount paid for the advertisement.

PUBLISHING SCHEDULE and DEADLINES 2010

N:o	Publishing date	Order date	Material date
1	29.01 (2010)	23.12 (2009)	08.01 (2010)
2	26.02	25.01	05.02
3-4	16.04	15.03	26.03
5	21.05	19.04	26.04
6-7	24.06	24.05	04.06
8	18.08	19.07	28.07
9	24.09	23.08	03.09
10-11	29.10	27.09	08.10
12	03.12	01.11	12.11