

# kamera



With over 86,000 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.



# MEDIA information 2011

## PROFILE

**Name:** Kamera-lehti  
**Publisher:** Kameraseura ry  
(Helsinki Camera Club)  
**First issue:** 1950  
**Street address:** Lastenodinkatu 5,  
FI-00180 Helsinki, FINLAND  
**Telephone:** +358-9-6811 490  
**Fax:** +358-9-6940 166  
**E-mail:** firstname.lastname@kamera-lehti.fi  
**Website:** www.kamera-lehti.fi  
**Managing Director:** Leena Saarela  
**Editor-in-Chief:** Asko Vivolin  
**Member of EISA:** since 1985

## MARKETING

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

## CIRCULATION & READER PROFILE

**Circulation:** 11,154  
**Printed copies:** 13,500  
**Issue n:o 3-4/2011:** 20,000 copies  
(special issue: photo, video and digital imaging BUYER'S GUIDE)  
**Issue n:o 10-11/2011:** 18,000 copies  
(BUYER'S GUIDE EXTRA)  
**Number of readers:** 86,000  
**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  
inside 80 g, cover 300 g  
(issues n:o 3-4 and 10-11)  
**Binding:** glue binding  
**Printed by:** Forssa Print  
**Address:** Esko Aaltosenkatu 2,  
FI-30100 Forssa, FINLAND  
**Telephone:** +358-3-4155 1  
**Fax:** +358-3-4155 726  
**Website:** www.forssaprint.fi









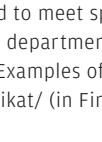

## ITELLA GREEN

Zero emissions for shipments

## ADVERTISING MATERIAL

**Material:** Print ready digital material in PDF, EPS, TIFF or JPEG format. Please send ads directly to ilmo@kamera-lehti.fi  
**Cancellations:** 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.

## ADVERTISING RATES (EUR)

Size	Width x height	4-colour
 Back cover	210 x 267 mm	3 700 €
 2nd cover	210 x 297 mm	3 500 €
 1/1 p.	210 x 297 mm	3 300 €
 2/1 p.	420 x 297 mm	5 000 €
 1/2 p. horizontal	210 x 148 mm	2 100 €
 1/2 p. vertical	102 x 297 mm	2 100 €
 1/4 p. vertical	43 x 260 mm	1 150 €
 1/4 p. standard	86 x 130 mm	1 150 €
 1/8 p.	86 x 65 mm	680 €
 1/4 s. vertical	179 x 65 mm	1 150 €

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.

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

## ONLINE ADVERTIZING ON OUR WEBSITE

We offer a variety of banner advertising sizes and positions, 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 web site. Examples of banner sizes can be found here: [www.kamera-lehti.fi/banneripaikat/](http://www.kamera-lehti.fi/banneripaikat/) (in Finnish).

## PUBLISHING SCHEDULE & DEADLINES 2011

Issue	Publishing date	Order date	Material date	THEMES
1	21.01. (2011)	20.12. (2010)	27.12. (2010)	
2	18.02.	17.01.	24.01.	
3-4	01.04.	21.02.	01.03.	CAMERA BUYER'S GUIDE
5	20.05.	18.04.	26.04.	Holiday cameras and camcorders
6-7	23.06.	23.05.	01.06.	
8	17.08.	18.07.	25.07.	EISA Awards
9	23.09.	22.08.	01.09.	
10-11	28.10.	26.09.	03.10.	BUYER'S GUIDE EXTRA
12	02.12.	07.11.	14.11.	Best gift ideas and photographs for Christmas

## SPECIAL ISSUES

Kamera-lehti 3-4/2011 is a special issue including Camera Buyer's Guide with about 200 pages and a circulation of 20,000. Kamera-lehti 10-11/2011 is an autumn update to Buyer's Guide with about 150 pages and a circulation of 18,000.