

kamera



With over 79,000 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 2012

PROFILE

Name: Kamera-lehti
VATno: FI01165827
Publisher: Kameraseura ry
(Helsinki Camera Club)
First issue: 1950
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Member of EISA: since 1985

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CIRCULATION & READER PROFILE

Circulation: 12,029
Printed copies: 14,000
Issue n:o 3-4/2012: 20,000 copies
(special issue: photo, video and
digital imaging BUYER'S GUIDE)
Issue n:o 10-11/2012: 18,000 copies
(BUYER'S GUIDE EXTRA)
Number of readers: 79,000
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
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FI-30100 Forssa, FINLAND
Telephone: +358-3-4155 1
Fax: +358-3-4155 726
Website: www.forssaprint.fi








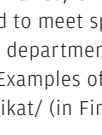


ITELLA GREEN

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/ (in Finnish).

PUBLISHING SCHEDULE & DEADLINES 2012

Issue	Publishing date	Order date	Material date	THEMES
1	27.01. (2012)	27.12. (2011)	02.01. (2012)	
2	24.02.	23.01.	30.01.	
3-4	04.04.	27.02.	05.03.	CAMERA BUYER'S GUIDE
5	18.05.	16.04.	23.04.	Holiday cameras and camcorders
6-7	21.06.	21.05.	28.05.	
8	17.08.	16.07.	23.07.	EISA Awards
9	21.09.	20.08.	27.08.	
10-11	26.10.	24.09.	01.10.	BUYER'S GUIDE EXTRA
12	30.11.	29.10.	05.11.	Best gift ideas and photographs for Christmas

SPECIAL ISSUES

Kamera-lehti 3-4/2012 is a special issue including Camera
Buyer's Guide with about 200 pages and a circulation of
20,000. Kamera-lehti 10-11/2012 is an autumn update to
Buyer's Guide with about 150 pages and a circulation of
18,000.