

kameraLEHTI

MEDIA INFORMATION 2021

Finland's biggest and only domestic magazine for photography. Its readers range from professionals to hobbyist. Kamera-lehti shares the latest news in photography, offers equipment tests and practical advice to the readers. The February issue 2/2021 includes the Kuva & Ääni Photography Exhibition catalog.

PUBLISHING SCHEDULE & DEADLINES 2021

Issue	Theme	Order Date	Material Date	Publishine
1	Fire Air	11.12.2020	18.12.2020	21.1.2021
2	Theatre Movies Kuva & Ääni Exhibition catalogue	29.1.2021	5.2.2021	25.2.
3	Social Media Night Photoraphy	5.3.	12.3.	8.4.
4	Plants Landscape Summer products	16.4.	23.4.	20.5.
5	Dailylife Architecture	14.5.	21.5.	23.6.
6	History BW EISA Awards	23.7.	30.7.	19.8.
7	Still leben Selfie	27.8.	3.9.	23.9.
8	Science Abstract	1.10.	8.10.	28.10.
9	Pets Christmas presents	5.11.	12.11.	2.12.

ADVERTISING

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Member of EISA: since 1985
VAT number: FI01165827

READER FEEDBACK – Why do I read Kamera-lehti

There're interesting articles about photographers and photographing, also from a technical point of view.

Because of the tests and advice

To keep up to date with the newest development in photography and to get tips for taking photos.

Interesting articles, tips and photographer interviews.

I read it because of the latest news in photography so I know what's happening in Finland and around the world. Also to broaden my views on photography: I'm inspired by other photographer's stories, careers and work!

The tests, for ideas how to assemble my own set of photo equipment.

Tips and fever :D always looking for something new!

I'm especially interested in tips on photographing and inspiring photographer presentations. By reading Kamera-lehti I know what's happening in the industry.

For the expert articles on photography and technics.

Photoshooting and image prosessing advice and and equipment tests.



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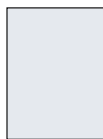
ADVERTISING RATES

2/1 PAGE



420 x 297 mm
5200 €

1/1 PAGE



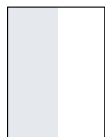
210 x 297 mm
3450 €

1/2 PAGE



210 x 148 mm
2180 €

1/2 PAGE



102 x 297 mm
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1/4 PAGE



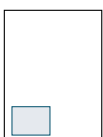
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1/8 PAGE



86 x 65 mm
700 €

Back cover

210 x 267 mm
3850 €

2nd cover

210 x 297 mm
3650 €

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 are negotiated separately.

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

MARKET PLACE

58 x 30 mm **675 € / year**

58 x 60 mm **900 € / year**

120 x 60 mm **1350 € / year**

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.

The right to alter the rate card or the data presented in it is reserved.

TECHNICAL DETAILS

Format magazine: A4, 210 x 297 mm

Print-process: Offset

Screen ruling: 70 lines

Binding: Glue binding

Circulation: 6000–8000 kpl

Printed by: PunaMusta

Address: Esko Aaltosenkatu 2,
30100 Forssa, Finland

Internet: www.forssaprint.fi

POSTI GREEN Zero emissions for shipments

ONLINE ADVERTISING ON OUR WEB SITE

Big middle page banner

Size: 633 x 167 px

1200 € / month

Big banner below (frontpage)

Size: 633 x 270 px

1200 € / month

Side banner (article pages)

Size: 310 x 117 px

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Size: 310 x 235 px

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