

RIISTA is Finland's leading hunting magazine. It represents modern hunting culture where technology meets tradition. We want to boost Finnish hunting culture in cooperation with our partners. RIISTA connects hunters, equipment manufacturers, importers, retailers, entrepreneurs and public authorities. Our magazine presents a wide selection of the latest equipment, hunting styles and destinations. We report current topics and monitor the hunting related regulations.

I wish you welcome to our hunting community to tell about your products and services for our readers. Ask for a bundle deal with outdoor magazine RETKI.

With Outdoor Media as your partner you can reach the most hunting enthusiasts in Finland.



Page format

210 x 280 mm.
The minimum margin is 5 mm and bleed is 3 mm.

Advertisement sizes and rates

Size	Framed	Uncut	Price (€)
2/1		420 x 280	4 200 €
1/1		210 x 280	2 500 €
Backcover		210 x 280	2 900 €
1/2 horizontal	200 x 130	210 x 135	1 850 €
1/2 vertical	96 x 270	101 x 280	1 850 €
1/3 horizontal	200 x 85	210x 90	1 500 €
1/3 vertical	65 x 270	70 x 280	1 500 €
1/4 box	96 x 130	101 x 135	1 250 €
1/4 column	52 x 270	57 x 280	1 250 €

Accepted materials

High resolution PDF and InDesign.

Material should be sent to

Mr. Tenho Järvinen +358-40-544 62 68
aineistot@riistalehti.fi

Always mention point of contact in case we have any questions.

Inserts

Supplements are priced on case by case basis.

Marketplace

Affordable channel for tactical advertising, price campaigns and small ads. Ask for the price of the day!

Publication and materials schedule 2017

Nro	Ilmesty	Varaukset	Aineisto	Teemat
1	20.1.	13.12.	30.12.	Winter shoes.
2	2.3.	20.1.	3.2.	Game cameras.
3	6.4.	2.3.	16.3.	IWA. .22 LR subsonic -ammunition. Theme: Optics.
4	18.5.	6.4.	20.4.	Semiautomatic shotguns.
5-6	29.6.	18.5	2.6.	Double issue. Bolt action rifles 6,5x55 SE.
7	24.8.	29.6.	14.7.	Hunters backpacks over 30 litres. Theme: Moose.
8	28.9.	18.8.	1.9.	Power banks.
9	2.11.	21.9.	5.10.	Hunters anorak jackets.
10	7.12.	2.11	16.11.	Vacuum flasks.

Terms and Conditions of Advertising

The contents of advertising material must comply with basic international regulations on advertising, laws, good practice and regulations by the authorities.

The customer is responsible for ensuring that the publishing of material supplied to the magazine does not infringe on copyright law and that the advertisement conforms to all legal requirements.

Outdoor Media is not responsible for any benefits promised in the advertisements or promotions.

Liability for incorrect material

Outdoor Media does not guarantee the publication of an advert at a time agreed when the materials are delivered late or if its content is inappropriate or technically unworkable. The advertiser will be charged for any extra expenses there might occur because of image processing, localization of the international material, layout or scanning.

Outdoor Media is not responsible for any damage caused if the notice is not possible to publish due to force majeure situations. Outdoor Media's liability is limited to the price of the advert.

Cancellations

Cancellations must be made no later than four weeks before the publishing date. If a cancellation is made after the deadline, a list price for the ad will be charged.

Advertisement prices

List prices do not include VAT. Annual contract discount may be applied to these prices. Ask for agency bonus.

Payment terms

Due dates are 14 days after the bill date. A 8 % interest charge will be added on any unpaid balances.

Notification should be clearly distinguishable from editorial content. If the risk of error is obvious, the advertisement will have the text "notice".

JULKAISIJA

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