

askel

**media information
2024**

Publication schedule

The magazine is published once a month (not in August).

Issue	Published	Reservation	Materials	Theme
1	5 Jan	11 Dec 2023	14 Dec 2023	Travel
2 ^T	2 Feb	11 Jan	16 Jan	Health and well-being
3 ^Y	1 Mar	8 Feb	13 Feb	Easter
4 ^T	5 Apr	12 Mar	15 Mar	Home and cottage
5	3 May	10 Apr	15 Apr	Summer festivities
6	7 Jun	16 May	21 May	Nature and excursions
7–8	5 Jul	13 Jun	18 Jun	Summer double issue
9 ^T	6 Sep	15 Aug	20 Aug	Health and well-being
10 ^Y	4 Oct	12 Sep	17 Sep	Literature
11 ^T	1 Nov	10 Oct	15 Oct	Testament and heritage
12	5 Dec	13 Nov	18 Nov	Christmas

^Y YWCA

^T St Thomas Mass

Media sales



Juha Kurvinen
040 665 5983
juha.kurvinen@kotimaa.fi



Pirjo Teva
040 680 4057
pirjo.teva@kotimaa.fi

Print rates

Module sizes (The placement may vary.)

Without bleeds and crop marks

1/4 page vertical 85 x 140 mm € 450

3 mm bleeds and crop marks must be added *

1/2 page horizontal 210 x 140 mm € 950

1/2 page vertical 103 x 280 mm € 950

1/1 page 210 x 280 mm € 1.900

Spread 420 x 280 mm € 3.700

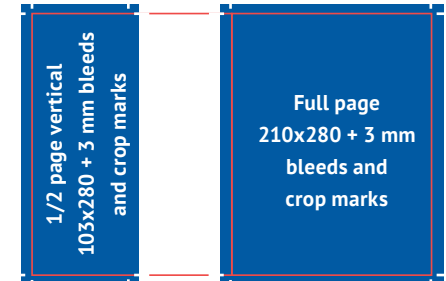
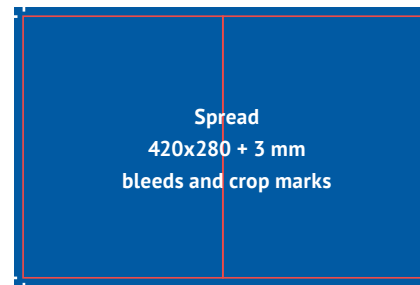
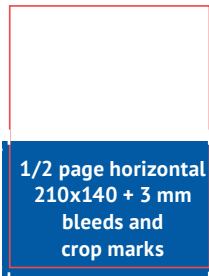
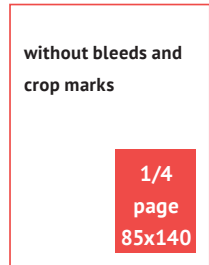
Back cover 210 x 250 mm € 2.200

(Note! A 30-mm-tall white area is reserved for the address at the upper edge of the back cover.)

Fixed positions

Pages 2 and 3 and the back page € 2.200

First spread € 4.500



The publication's final size is the trim size. The bleeds extend past the trim line by 3 mm. Bleeds should be added to all edges of the advertisement; the unnecessary area is cut off during the layout phase. Text or other essential elements must not be placed within 8 mm of the trim line (publication size). In perfect bound magazines, the impact of the spine on text extending across the spread (6 mm/page) must be taken into account.

**Do you want your own insert in the Askel magazine?
Or a native advertisement?**

Ask about our media sales – let's build an effective package for you!

The value-added tax (25.5 %) will be added to all rates. We retain the right to make changes.

askel

Magazine on good life

43 000 readers

Time spent reading 66 min

Overall reach (print + digital) 49 000
(KMT 2023)

In Askel magazine, you can reach readers who cherish joy, hope, and love in their lives. The magazine's audience is interested in closeness to nature and moderation. They appreciate diverse content, including personal interviews and in-depth life stories.

Your advertisement will reach an audience that includes individuals interested in culture, literature, and domestic tourism. Additionally, up to 36 % of our readers show interest in charitable causes, offering a unique opportunity to target your message to a receptive and value-committed audience.

Media sales

Juha Kurvinen,
tel. +358 40 665 5983,
juha.kurvinen@kotimaa.fi

Pirjo Teva,
tel. +358 40 680 4057,
pirjo.teva@kotimaa.fi

Specifications

Magazine size 210 x 280 mm

Bleed 3 mm

Number of columns 3

Column width 40 mm

Lines per centimetre 40 l/cm

Images and graphics high-resolution (300 dpi) CMYK images saved in eps, tiff or jpg format. Image size as close to the original as possible.

Printing house PunaMusta Oy, Joensuu

Additional fees

Ad creation € 80 / hour

Paper invoice € 3

VAT (24 %) will be added to the rates.

We retain the right to make changes.

Payment transactions

Sacrum-Kotimaa Oy
Nordea FI7017943000013369

Publisher

Sacrum-Kotimaa Oy
Eteläranta 8, PL 279
00131 Helsinki
Editor-in-Chief: Freija Özcan

Discounts

Repeat advertisements 20 % (ad unchanged, reservations made at the same time)

Packages

Two different issues 20 %,
at least three different issues 25 %

Advertising and media agencies 15 %

Material requirements

Print-ready materials (Adobe Acrobat) pdf. Font files must be embedded in the pdf files, or the texts must be converted into vector format. Always check the accuracy of pdf files before sending them. The editorial staff cannot make changes to the content of the materials.

The materials created must include all the images and logos featured in the advertisement. This format requires the software and fonts used by the magazine and the creator of the materials to be compatible.

Colour profile CMYK

Resolution 300 dpi

Download profiles at
<https://www.punamusta.com/aineisto-ohjeet/>

Delivery of materials:
ilmoitusmyynti@kotimaa.fi
(subject line: name of the magazine and date of publication)

Further information:

Lisbeth Sarkkinen
tel. +358 40 750 5508,
ilmoitusmyynti@kotimaa.fi

Liability for errors and complaints

Notifications about erroneous advertisements must be submitted no later than within eight days of the advertisement being submitted. The magazine is not liable for any damages to the advertiser in the event that an approved advertisement is not published on a particular day for production-related or similar reasons. The magazine's liability for an advertisement's publication is limited to a refund of the fee paid for the advertisement. Any cancellations of advertisements must be made before the advertisement closing dates.

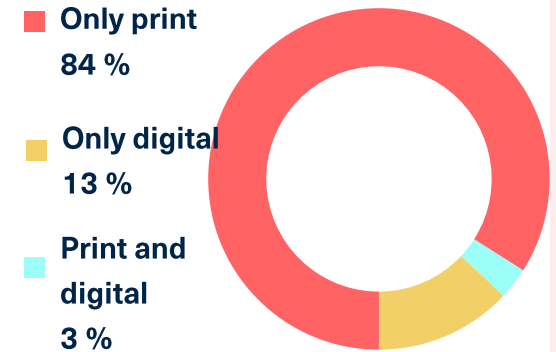
For advertisements cancelled after the closing date, we charge 50% of the advertising rate. Additional costs arising from legislation, regulations or actions taken by the authorities will increase the rates by a corresponding amount from their effective date onwards. The increases also apply to previously made advertisement reservations.

Askel is printed on paper made of raw materials sourced from forests managed in line with the principles of sustainable development. The environmental friendliness of the printing house PunaMusta's production has been verified and its carbon footprint has been calculated. Askel's distribution causes carbon dioxide emissions, but Posti neutralises their impact by funding controlled climate projects that reduce emissions.



Average issue readership (print) 42 600	Total reach (print + 1 week digital) 49 000		
Times read (print) 2,4	Time spent reading an issue (print) 66 min.		
Readers' TOP 3 topics of interest	index	% Arvo paperi	% 15+ pop.
Charity	268	36	14
Gardening and plants	162	54	33
Kirjallisuus	154	41	27

Audience in Print & Digital



Reader profile (%)

