



## Print Advertising Requirements 2023

Siivet-Wings is the leading aviation magazine in Finland and it is read by professional military and civil aviationists as well as common public. It features a wide range of aviation topics from military & commercial aviation to aviation games, space, history and test flights of different aircraft types. Siivet-Wings has been published for 30 years and is currently issued 6 times a year. The first sample issue appeared in 1986. The current publisher of the magazine is Jämi Fly In & Airshow Oy.

### Contacts:

**Publisher** JFI Airshow Oy  
**VATIN** 2625259-9  
**ISSN** 0783-2990  
**Address** Kotipellontie 11  
38800 Jämijärvi  
**Telephone** 050 342 3396  
**e-mail** siivet@siivet.fi

**Editor-In-Chief,** Pentti Perttula

### Advertising Contacts

pentti.perttula@siivet.fi, 0400 928 400  
hannu.vallas@siivet.fi, 0500 237 207  
jukka.kauppinen@siivet.fi, 040 7300 036

### Technical information:

**Magazine dimensions** 215 x 285 mm  
(8.46" x 11.220")  
**Printing area** 185 x 255 mm  
(7.283" x 10,039")  
**Printing process** Offset  
**Line screen** 60 L/cm (152 L/inch)  
**Binding** Saddle-stitched

### Required material

Digital, printable material in PDF format should be delivered by email to [atte@atterossi](mailto:atte@atterossi) or by mail to Atterossi Oy, Tuulensuuntie 9, 39500 Ikaalinen, Finland

### CLOSING AND ON-SALE DATES 2023

Issue	Request	Material	On-Sale
1	25 Jan	1 Feb	24 Feb
2	22 March	29 March	21 Apr
3	10 May	17 May	9 June
4	12 July	19 July	11 Aug
5	6 Sep	13 Sep	6 Oct
6	1 Nov	8 Nov	1 Dec

### Yearly contracts

Yearly contract requires an ad to at least 6 consecutive issues.

### Cancelling

In writing at least 7 days before the Material Closing Date.

### Complaints

In writing within two weeks after the On-Sale Date. The compensation due to errors made by the Publisher is limited to the paid price of the advertisement.

The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.

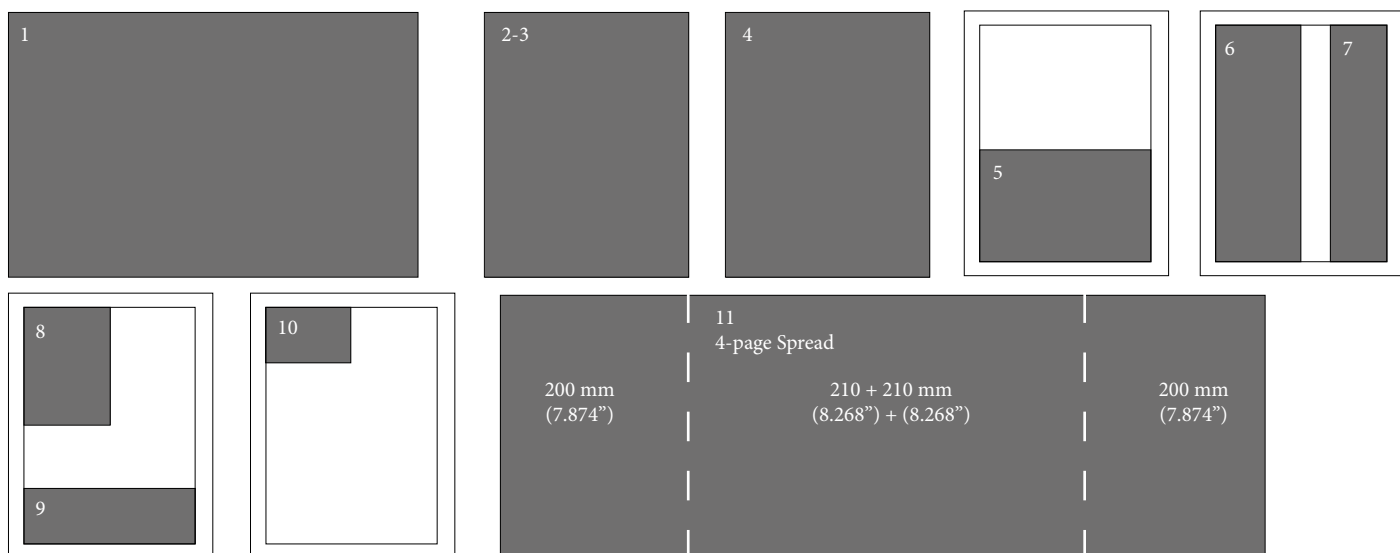
# Print Advertising Prices 2023

Sizes & Rates				
1	2/1 p.	2 Page Spread	Width 430 (17.323") x Height 285 mm (11.220")	3200,00 €
2	1/1 p.	Inside Covers	Width 215 (8.504") x Height 285 mm (11.220")	2350,00 €
3	1/1 p.	Full Page	Width 215 (8.661") x Height 285 mm (11.220")	1920,00 €
4	1/1 p.	Back Cover	Width 215 (8.661") x Height 285 mm (11.220")	2350,00 €
5	1/2 p.	Horizontal	Width 185 (7.283") x Height 125 mm (4.921")	1180,00 €
6	1/2 p.	Vertical	Width 90 (3.543") x Height 255 mm (10.039")	1180,00 €
7	1/3 p.	Vertical Column	Width 58 (2.283") x Height 255 mm (10.039")	870,00 €
8	1/4 p.	Vertical	Width 90 (3.543") x Height 125 mm (4.921")	605,00 €
9	1/4 p.	Horizontal	Width 185 (7.283") x Height 60 mm (2.362")	605,00 €
10	1/8 p.	Horizontal	Width 90 (3.543") x Height 60 mm (2.362")	315,00 €
11	4/1 p.	4-page Spread	Width 200 (7.874") -210 (8.268") -210 (8.268") -200 mm (7.874") x Height 285 mm (11.220")	5120,00 €

Prices exclude VAT.

If the add reaches the edge of the page, ensure the bleed of 3 mm (0.118").

Continuous subscription of Siivet-Wings (6 issues) 59,50 €  
 Annual subscription of Siivet-Wings (6 issues)) 64,90 €  
 Postage to Europe +7,50 €  
 Postage outside of Europe +15,00 €  
 Subscription rates include VAT (10 %).



## Digital media

Website: [www.siivet.fi](http://www.siivet.fi)

### Sizes:

Top banner:

Panorama 980 x 120,

180 €/8 weeks

Side banner:

Box 280 x 185, 100 €/8 weeks

Double box 280 x 280,

140 €/8 weeks

Giant box 280 x 370,

180 €/8 weeks

Jumbo box 280 x (ask)

### Contents cooperation, siivet.fi and social media

We sell web advertisements as time based, e.g. by month or as each issue is published. Other web or social media campaigns are sold case by case. Articles published through contents cooperation stay permanently in the web or social media unless agreed differently.

### Sponsored videos

Video advertisement at the beginning / end of Siivet video, length 5-10 seconds, 1080 pixels.

### + Digital magazine and digital special issues