

FILLARI

THE FINNISH CYCLING MAGAZINE SINCE 1993



FILLARI

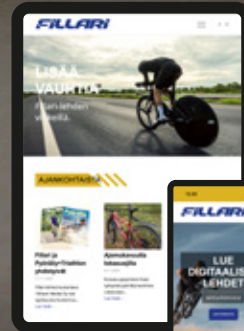
Supporting cycling
already for
30 years

MEDIA KIT

2024



FILLARI



Editorial

Editor-in-chief

Ilkka Järvimäki

ilkka.jarvimaki@fillari-lehti.fi

+358 40 521 3105

Publisher

100rpm Media Oy

CEO Markku Pulkkinen

markku.pulkkinen@fillari-lehti.fi

+358 40 966 3417

Advertising Sales

Lasse Kankaanpää

lasse.kankaanpaa@fillari-lehti.fi

+358 45 899 9929

Layout

CheckPoint Production Ltd

info@checkpoint.fi

+358 10 239 0190

Print

Printall AS

GETTY IMAGES

FILLARI

Fillari's media offerings provide readers with information and experiences more diversely than ever before. For advertisers Fillari offers a significant growth in the number of readers due to the merger of Fillari and Pyöräily+Triathlon magazines. Furthermore, following the renewal of our fillari-lehti.fi website we offer our advertisers one more modern digital channel

alongside the highly popular discussion forum fillarifoorumi.fi to reach cycling enthusiasts.

Based on our reader survey conducted in spring 2023 the readers of Fillari and their families prove to be a highly lucrative target audience for advertisers. They engage actively and diversely in cycling-related activities and invest significant

sums to their passion. Furthermore, Fillari readers also influence strongly to the cycling-related purchases within their social circle.

You can explore the complete reader survey here: <https://fillari-lehti.fi/mediatiedot/>

In Fillari's media Your advertisement is assuredly in the right place."

With Fillari you can reach more than 100 000 active readers in a month!

PRINTED MAGAZINE / E-MAGAZINE

Fillari is the leading cycling media in Finland. The printed magazine is published six times a year. It reaches more than 20 000 active readers. The magazine is also available as an e-magazine at lehtiluukku.fi and in mobile devices via Lehtiluukku app. E-magazine is a free service for the subscribers. Fillari can also be subscribed only as an e-magazine and purchased as single e-magazine copies.

39.6% of Fillari's readers own four or more bicycles for active use. Only 7.3% of our readers own just one bicycle.
- Fillari Reader Survey 2023

Important dates

ISSUE	PUBLISHING DATE*	MATERIAL DELIVERY
1	21.2.	31.1.
2	24.4.	3.4.
3	19.6.	29.5.
4	28.8.	7.8.
5	16.10.	26.9.
6	18.12.	27.11.

* According to the preliminary plan. Fillari reserves rights to change themes and publishing dates.

Material instructions

Material

Primarily a high-resolution PDF. Alternatively, EPS or TIFF file. Please, include a draft for the ad and information about the fonts.

Please notice! In the e-magazine version of Fillari (lehtiluukku.fi/lehdet/fillari/) website addresses and QR codes in the advertisements are active elements and they will automatically be linked to the desired website. If, for example, you want an image or a logo to act as a link, please

provide us with clear instructions of the desired website you want the reader to be directed.

Color model

CMYK

Resolution

300 dpi

Color profile used in the print

ISO Coated v2 300%

Bleeds

3 mm on each side

Naming of the material

Advertiser, issue number and the size of the material, for example:
[AdvertiserX_fillari01-210x297.pdf](#)

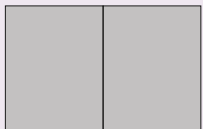
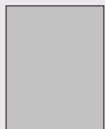



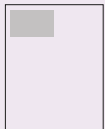
Material delivery

By email to
lasse.kankaanpaa@fillari-lehti.fi

Advertisement prices and sizes

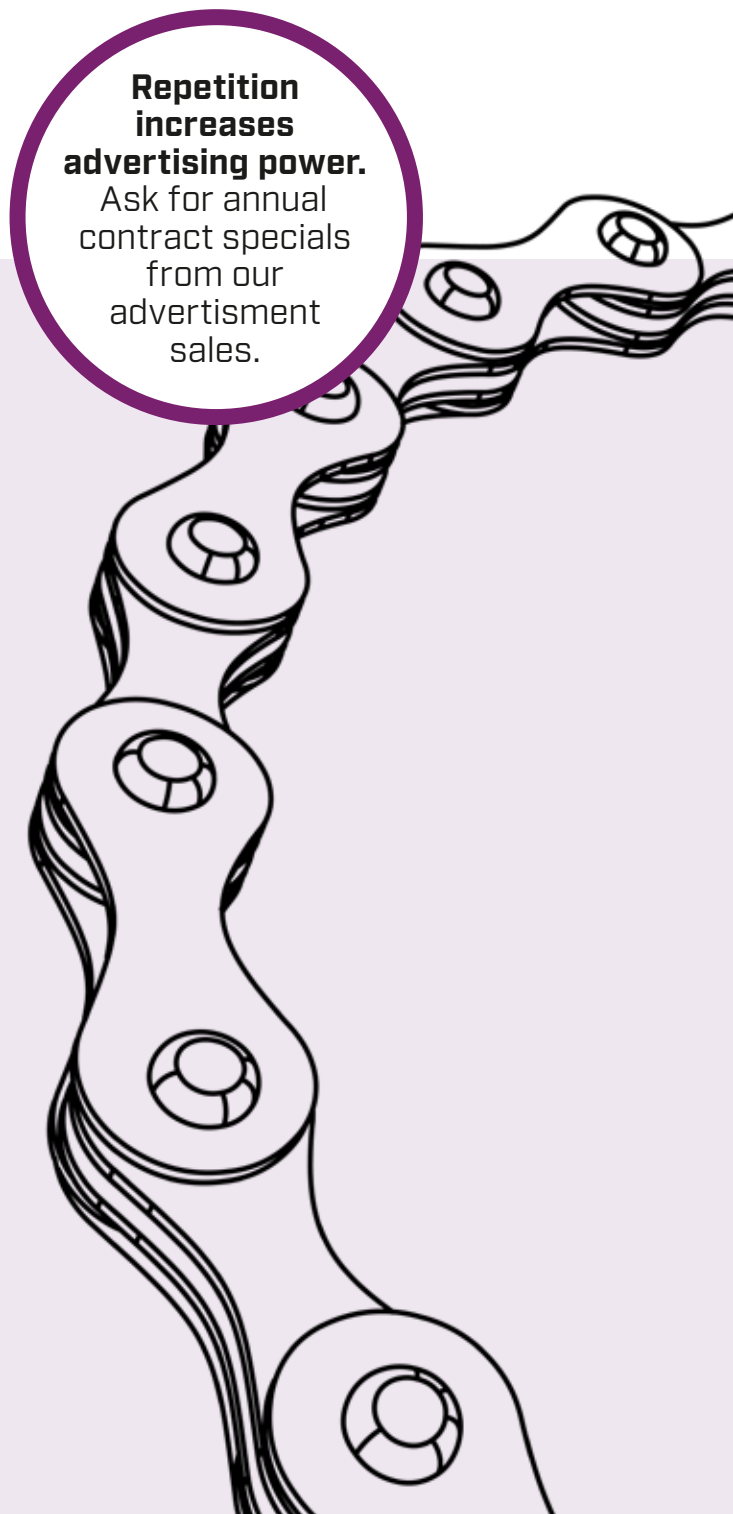
- Specific ad placement +10%
- Prices indicated are exclusive of value added tax (vat). When invoicing inside Finland a vat of 24% is added to the prices.
- Payment terms 14 days net.
- Ask for annual contract specials from our advertisement sales.
- Inserts, special ad sizes and creative advertising (such as advertorials): Please ask for an offer from our advertisement sales.

SIZE	PRICE (€)
2/1 (A3)	3427,00
2/1 spread	3650,00
1/1 whole page	2142,00
1/1 back cover	2300,00
1/2 page	1392,00
1/4 page	834,00
1/8 page	458,00

	2/1 spread	1/1 whole page	1/1 back cover	1/2 page	1/4 page	1/8 page
Size	420 mm x 297 mm*	210 mm x 297 mm*	210 mm x 267 mm*	210 mm x 148 mm*, (horizontal) 105 mm x 297 mm*, (vertical)	87 mm x 126 mm	87 mm x 60 mm
Price	3 427 €	2 142 €	2 300 €	1 392 €	834 €	458 €
						

* plus 3 mm bleeds

Repetition increases advertising power.
Ask for annual contract specials from our advertisement sales.



DIGITAL CHANNELS

Product range

Fillarifoorumi

[Fillarifoorumi.fi](https://fillarifoorumi.fi) is Finland's most popular cycling social media. Fillarifoorumi has almost 30,000 registered users and the number is increasing daily. In most active times monthly visits from different IP addresses have exceeded 100,000. Almost every Finnish cycling enthusiast visits the forum at some point. Fillarifoorumi offers advertisers a massive number of enthusiasts with purchase intentions.

Website

Our website fillari-lehti.fi was renewed at the end of 2023. With the renewal producing contents to the website will continue more actively. We aim to increase activities to direct more cyclists to visit the new website. Website's development will continue during 2024 and further on. Ask for more information and a offer of advertising options.

E-magazine private distribution special edition

It is possible to produce a special edition for advertiser from one or more e-magazines of Fillari by adding, for example, one advertisement spread or/and the advertiser's greeting to the early pages of the e-magazine. The advertiser can distribute the special edition to it's selected audience by providing an access code. Ask more about this opportunity from our advertisement sales.

Social media

Ask more about how to advertise in our social media channels, or suggest your own campaign idea to our advertisement sales.

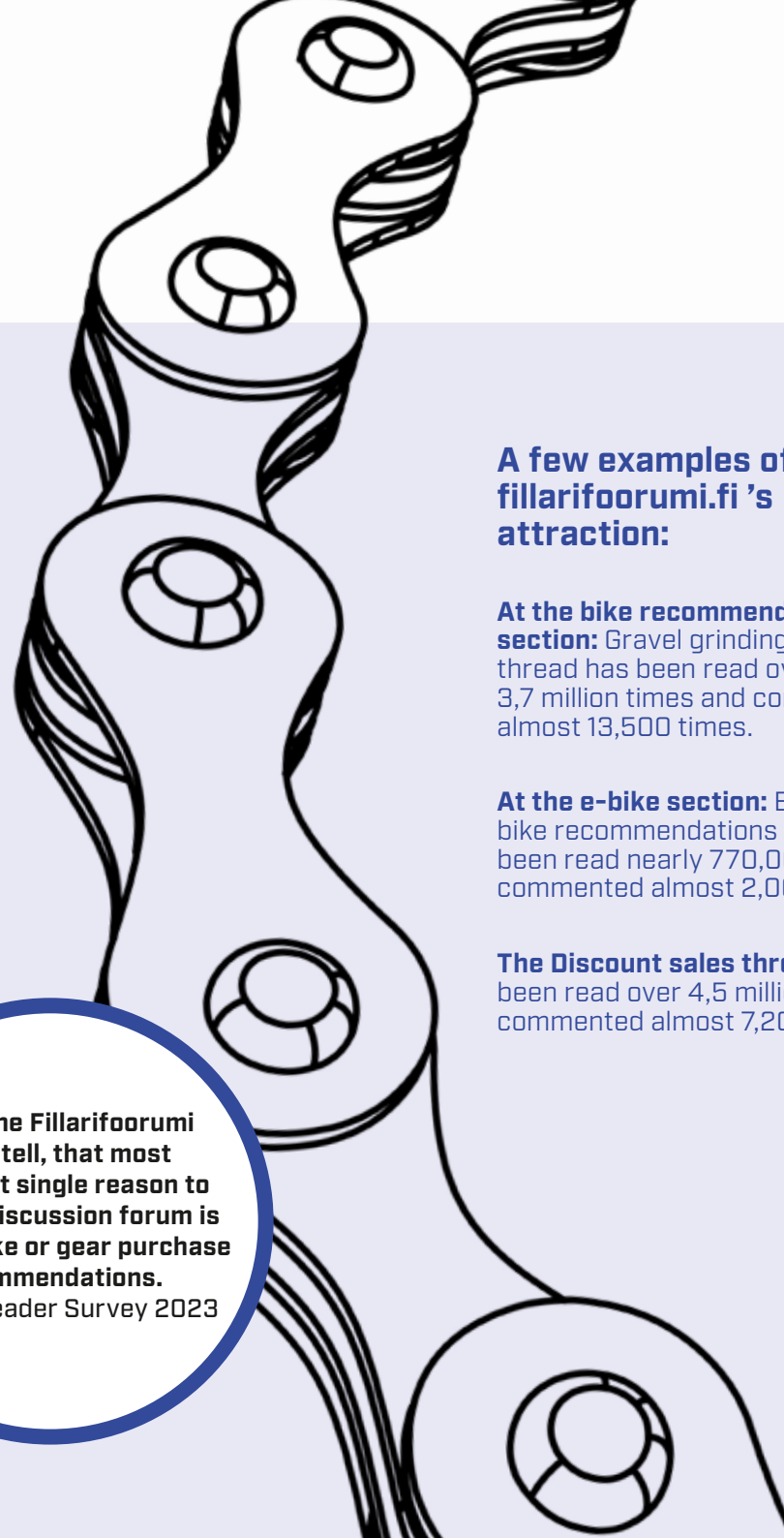
A few examples of fillarifoorumi.fi 's attraction:

At the bike recommendations section: Gravel grinding bikes thread has been read over 3,7 million times and commented almost 13,500 times.

At the e-bike section: E-mountain bike recommendations thread has been read nearly 770,000 times and commented almost 2,000 times.

The Discount sales thread has been read over 4,5 million times and commented almost 7,200 times

71% of the Fillarifoorumi users tell, that most important single reason to visit the discussion forum is to seek bike or gear purchase recommendations.
– Fillari Reader Survey 2023



DIGITAL CHANNELS

Advertisement prices and sizes

fillarifoorumi.fi

- Banner at the top of the page, visible on all pages. Size 250 x 250 pixels. Price 280 € / week
- Banner at the bottom of the page, visible on the front page. Size 250 x 250 pixels. Price 195 € / week
- Wide banner at top of the page and next to the fillarifoorumi.fi logo, visible on all pages. Size 450 x 60 pixels. Price 205 € / week

Other digital services

Please ask more info and offer from our advertisement sales.

fillari-lehti.fi

- The site is responsive. Site view and banner placement vary based on the screen size and aspect ratio of the viewing device.
- Large banner in the middle of the page: Automatically scales according to the screen's aspect ratio. Size: 1500 x 660 pixels. Price: € 310 / week.
- Vertical banner on the right side of the page: Size: 300 x 680 pixels. Price: € 185 / week.
- Banner in the middle or at the bottom of the page: Size: 250 x 250 pixels. Price: € 130 / week.

Prices indicated are exclusive of value added tax (vat). When invoicing inside Finland a vat of 24 % is added to the prices.

Please, notice!

Digital advertising slots are available on a limited basis. Last year fillarifoorumi's ads were sold out in several months. Please book your ad as soon as the desired time of marketing is known.

Material instructions

- Banner file formats: jpg, gif or png images, or animated gifs. The maximum file size is 100 kilobytes, except the banners sized 1500 x 660 and 300 x 680 pixels. Their file size is limited at 400 kilobytes.
- Material delivery by email to lasse.kankaanpaa@fillari-lehti.fi





Poluille ja vuorille
ENDURO • XC • TRAIL • ALMOUVAIN

Ranskan Eurobike -näyttelyssä pyöräily tapahtumavälikko, jossa on kaikki mitä tarvitset, on nyt saatavilla kahdella...
Näyttelyssä esillä on...
Käytännöllisiä...
Käytännöllisiä...
Käytännöllisiä...



KOEEKOSSA

Uuno on elämäntilän vuodissa.

14.10.2023



TÖHÄT JA YKSISÄMÄ

14.10.2023



Canyon Lux Trail

14.10.2023

MP-messuilla esillä myös fillareita

14.10.2023



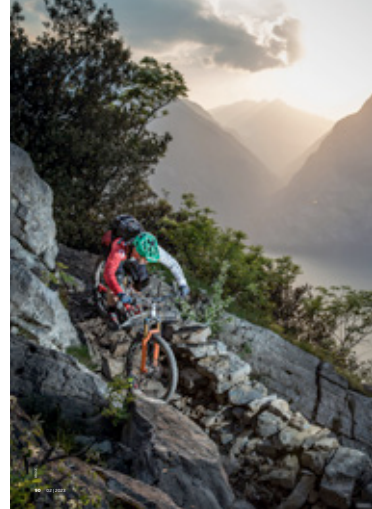
Nordic Gravel Series 2024

14.10.2023



EUROBIKE 2023

14.10.2023



Detrail

14.10.2023



Ruokamääränsä sääntelystä on päätetty

14.10.2023



LENTÄVÄ SKOTLANTILAINEN

14.10.2023



Talvi on parasta pyöräilyaikaa

14.10.2023



Etelä-Ranskassa

14.10.2023



With Fillari's channels you can reach more than 100 000 active readers in a month

14.10.2023