

FILLARI

THE FINNISH CYCLING MAGAZINE SINCE 1993

FILLARI

The biggest and
most powerful
cycling media
in Finland

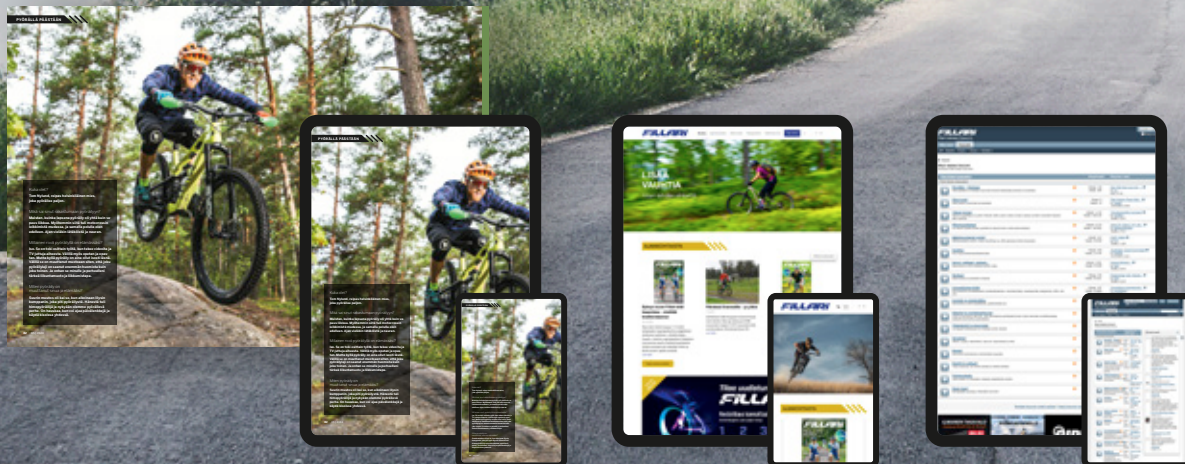


MEDIA KIT

2026

Fillari magazine • Fillari e-magazine • fillari-lehti.fi • fillarifoorumi.fi • Facebook • Instagram

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

Fillari's media channels provide readers with information, enjoyment and experiences more diversely and in a bigger scale than ever before.

For advertisers Fillari offers the largest audience of enthusiastic cyclists and readers in Finland. The printed magazine has annually altogether over 500 pages divided into five issues in 2026.

Furthermore our renewed fillari-lehti.fi website offers our advertisers one more digital channel alongside our highly popular discussion forum fillarifoorum.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 see the complete reader survey (only in Finnish) here: fillari-lehti.fi/mediatiedot

Fillari is
the number one
magazine for
Finnish cycling
enthusiasts!

Fillari is the leading cycling media in Finland. The printed magazine is published five 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 2026

ISSUE	PUBLISHING DATE*	MATERIAL DELIVERY
1	4.3.	11.2.
2	6.5.	15.4.
3	1.7.	10.6.
4	23.9.	2.9.
5	2.12.	11.11.

* According to the preliminary plan.

Fillari reserves rights to change themes and publishing dates.

Material instructions

Material

Primarily a high-resolution PDF. Alternatively, JPG 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

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

Color profile used in the print

ISO Coated v2 300%

Bleeds

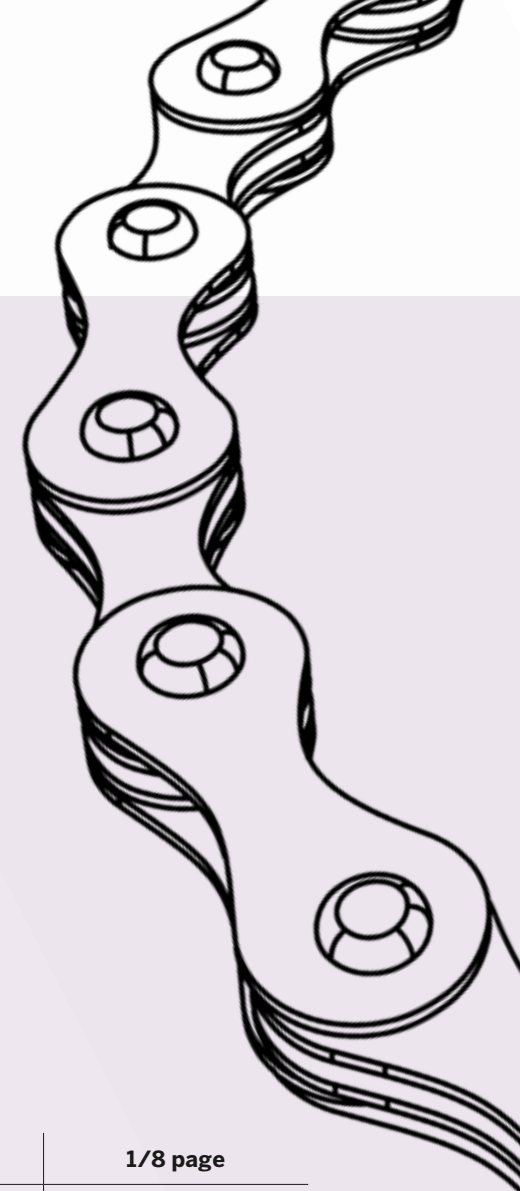
3 mm on each side

Advertisement prices and sizes

- Specific ad placement +10%
- Prices indicated are exclusive of value added tax (VAT). When invoicing inside Finland a VAT of 25.5% 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)	3,427
2/1 spread	3,650
1/1 whole page	2,142
1/1 back cover	2,300
1/2 page	1,392
1/4 page	834
1/8 page	458

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



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

* Plus 3 mm bleeds

ADVERTORIALS

An advertorial is an advertisement presented in the form of a journalistic article, marked clearly with a text ADVERTISEMENT or SPONSORED CONTENT.

Texts and images may be provided by the client or produced by Fillari's editorial team.

Graphic layout is done by Fillari's production team.

Estimated text lengths (including spaces) depending on the number and size of images: 1/1 page: approximately 1,500 characters; 2/1 spread: approximately 2,000–3,000 characters

Example prices for different publication options are as follows.



NEW!
Advertorials

1. Client provides the images and text

Publication in the magazine

- **Full page:** Production cost 450 € + advertising space price
- **Spread (2 pages):** Production cost 750 € + advertising space price
- **Spread + page:** Production cost 950 € + advertising space price
- **Two spreads (4 pages):** Production cost 1,050 € + advertising space price

Publication in the magazine and on fillari-lehti.fi website

- **Full page:** Production cost 655 € + magazine advertising space price
- **Spread (2 pages):** Production cost 1,090 € + magazine advertising space price
- **Spread + page:** Production cost 1,380 € + magazine advertising space price
- **Two spreads (4 pages):** Production cost 1,525 € + magazine advertising space price

Publication on fillari-lehti.fi website only

- Please, request a quote!

PLEASE NOTE: Fillari's editorial team will review and approve all texts.

If the text provided by the client is not fluent or grammatically correct and requires editorial editing, prices will be adjusted according to the ones presented in the option 2.

Prices indicated are exclusive of value added tax (VAT). When invoiced inside Finland a VAT of 25.5% is added to the prices.

2. Client provides only the images and text outlines

Publication in the magazine

- **Full page:** Production cost 850 € + advertising space price
- **Spread (2 pages):** Production cost 1,150 € + advertising space price
- **Spread + page:** Production cost 1,350 € + advertising space price
- **Two spreads (4 pages):** Production cost 1,450 € + advertising space price

Publication in the magazine and on fillari-lehti.fi website

- **Full page:** Production cost 1,055 € + advertising space price
- **Spread (2 pages):** Production cost 1,490 € + advertising space price
- **Spread + page:** Production cost 1,780 € + advertising space price
- **Two spreads (4 pages):** Production cost 1,925 € + advertising space price

Publication on fillari-lehti.fi website only

- Please, request a quote!

PLEASE NOTE: All material for production must be delivered to Fillari's editorial office

14 days before the material deadline stated in the media card, or the planned online publication date. A proof will be sent to the client 7 days before the material deadline. Any corrections must be made no later than 2 days before the material deadline.

Prices indicated are exclusive of value added tax (VAT). When invoiced inside Finland a VAT of 25.5% is added to the prices.

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.
- **NEW:** Examples of the pricing of advertorials can be found on the previous pages of this media kit.
- Prices indicated are exclusive of value added tax (VAT). When invoicing inside Finland a VAT of 25.5% 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 campaign 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



Product range

Fillarifoorumi

[Fillarifoorumi.fi](https://fillarifoorumi.fi) is Finland's most popular cycling social media. Fillarifoorumi has over 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 has been renewed. It offers the cycling audience a possibility to read about the news in the cycling scene as well as subscribe to the magazine. Ask for more information and an offer of advertising options.

As a new service we offer advertorials. Please refer to the previous pages for more information.

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 its 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.

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

A few examples of fillarifoorumi.fi's attraction:

At the bike recommendations section:

Gravel grinding bikes thread has been read over 4,8 million times and commented almost 15,500 times.

At the e-bike section:

E-mountain bike recommendations thread has been read nearly 960,000 times and commented about 2,200 times.

The Discount sales thread has been read almost 5,1 million times and commented over 7,700 times.

At the equipment section "Light! The fall is coming."

-thread has been read nearly 5,5 million times and commented over 13,300 times.

