



## Skimbaaja

**Skimbaaja is the biggest downhill skiing magazine, which travels curiously there where people downhill ski.**

Skimbaaja tells the most interesting skiing stories, introduces new releases, exposes industry's fresh news, chats with the slope persons and shows the most magnificent pictures. Both the stick circulating contestants, as well as the hedonists of downhill skiing enjoy the pages of Skimbaaja. Skimbaaja helps to choose the right equipment and the best travel destinations. It will give tips to improve the skills in downhill skiing.

Skimbaaja is done with skiing boots on – with passion to downhill skiing.

**Publisher**

Outdoor Media Oy  
PL 193  
15101 Lahti  
Finland

**The CEO**

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**Editor-in-Chief**

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**Released**

7 times a year

**Readers**

68.000 (KMT 2007)

**Edition**

10.000 copies

**Size of the paper**

217 x280 mm

**Pages**

84–132 + covers

**Advertisement sales**

Eastpro Oy  
Jari Sundqvist  
Phone. +358 400 492 131  
eastpro@phnet.fi

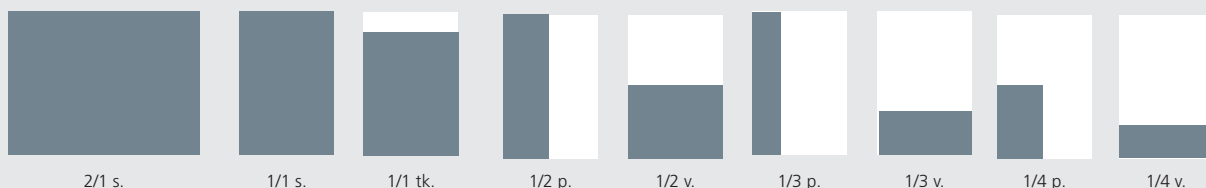
**Delivery address of material**

Outdoor Media Oy  
PL 193  
FI-15101 Lahti  
aineistot@skimbaaja.fi

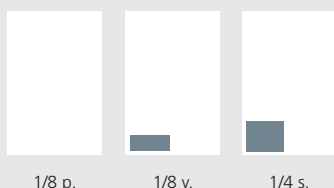
**Material demand**

High-resolution PDF, Freehand, Corel, InDesign

## Media information 2009



### Market position



### Advertisement sizes

2/1 s.	420x273 mm	400x253 mm margins
back cover	210x273 mm	
1/1 s.	210x273 mm	190x253 mm margins
1/2 s. p	105x273 mm	90x253 mm margins
1/2 s. v	210x135 mm	190x121 mm margins
1/3 s. p	60x253 mm	
1/3 s. v	190x80 mm	
1/4 s. p	93x125 mm	
1/4 s. v	190x60 mm	

### Market position

square	95x95 mm
1/8 s. p	45x95 mm
1/8 s. v	95x45 mm

#### NOTABLE!

In the advertisement on the back cover, should be left at the top a whole page wide, 23 mm high white area for printing the address.

Cut margin 3 mm.

### Advertisement prices

Size	off-set
2/1 s.	5 250 €
back cover	3 300 €
interior cover	2 900 €
1/1 s.	2 700 €
1/2 s.	1 850 €
1/3 s.	1 200 €
1/4 s.	900 €

### Market position

Size	Price (off-set)
square	250 €
1/8 s. p	195 €
1/8 s. v	195 €

On the prizes will be added VAT 22%  
Amount place raise + 10%  
For authorized advertisement – and mediaoffices -15% collaboration discount.  
APPENDIXES according to contract.

### Advertisement schedule and themes

Nro	Ilm. pvä	Aln. pvä	Var. pvä*	Teema
1/09	30.1.	26.12.	19.12.	Family in the slope
2/09	5.3.	31.1.	24.1.	Spring downhill skiing (Finland)
3/09	9.4.	30.2	23.2.	Test/exhibition special (equipments & clothes)
4/09	11.6.	4.5.	27.4.	Summer activities (domestic skiing centres)
5/09	17.9.	21.8.	14.8.	Buyers' guide + skitest
6/09	29.10.	31.8.	24.8.	Alpine holidays & Fairs
7/09	3.12.	1.11.	25.10.	Ski boot special

\* Reservation date is the final confirmation – and cancellation day. If the cancellation happens after the reservation date, 50% of the advertisement price will be charged. Theme and schedule changes possible.