



## Suomen Sotilas is the magazine for decisionmakers, soldiers, and politicians

*Suomen Sotilas* is an independent Finnish magazine of defence and security. The magazine covers openly, independently and critically issues on defence, security, and society's vital functions.

Circulation: 12,000

### Schedule 2022

Issue	Release date	Booking	Materials
1	11.2.2022	10.1.2022	17.1.2022
2	31.3.2022	28.2.2022	7.3.2022
3	10.6.2022	10.5.2022	17.5.2022
4	2.9.2022	3.8.2022	10.8.2022
5	21.10.2022	21.9.2022	28.9.2022
6	16.12.2022	16.11.2022	23.11.2022

### Sizes and prices 2022

Size	No margins	Margins (add 3 mm bleed)
2/1	375 x 270	420 x 297
1/1	186 x 270, inside front cover	210 x 297
1/1	186 x 270, inside back cover	210 x 297
1/1	186 x 267, back cover	210 x 267
1/1	186 x 270	210 x 297
1/2	vertical 90 x 270	102 x 297
1/2	horizontal 186 x 134	210 x 145
1/3	vertical 60 x 270	65 x 297
1/4	horizontal 90 x 134	102 x 145
1/4	horizontal 186 x 66	210 x 72
1/8	vertical 43 x 120	43 x 120
1/8	horizontal 90 x 60	90 x 60

Size	Price
2/1, two page spread	4 100 €
1/1, inside front cover	3 188 €
1/1, inside back cover	3 500 €
outside back cover	3 813 €
1/1	2 500 €
1/2	1 250 €
1/3	956 €
1/4	750 €
1/8	563 €

Changes in themes and dates are possible. Check from your contact person.

Media agency discount -15%  
Fixed place +10%  
VAT 24% excluded.

## Sales

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## Materials

Requirements:

- Print ready Adobe PDF.
- More info: info@punamusta.com
- Send to: kalevantuli@saunalahti.fi

## Publisher

Kustannusosakeyhtiö Suomen Mies  
Döbelninkatu 2, 00260 Helsinki, Finland  
Website: www.suomensotilas.fi  
Suomen Sotilas ISSN: 1237-8704

## Technical data

Size: 210 x 297 mm  
Binding: perfect binding  
Printing house: PunaMusta

## Terms and conditions

VAT (24%) will be added to all prices. Prices are valid for print ready materials only.

### Cancellations

Written cancellations must be made by the booking date at the latest. Full price will be charged for later cancellations.

### Billing and payments

Invoice due date 10 days from the release date.

### Reclamations

Reclamations in writing within 10 days from the release date.

The magazine doesn't take any responsibility for advert materials, only prices.

## Digital marketing

*Suomen Sotilas* can offer your business media exposure with digital marketing. *Suomen Sotilas* Facebook page has 50 000 followers, and thousands visit our website every week.

Whether your business is in the field of defence and security or other lifestyles as sports, outdoors, travel, or electronics, our platform is for you.

Our marketing model is very simple and with a viewable guarantee.

1.

Sponsored story on Suomen Sotilas Facebook page and Twitter, viewable guarantee on Facebook at least 6,000 impressions, price € 1,000, including editing.

2.

Larger story (advertorial, 3,000–6,000 characters) on Suomen Sotilas website, 30 days on the front page or 1,000 impressions, price € 1,500, including editing.

3.

Leaderboard (728 x 90 px) or vertical banner (140 x 350 px) on Suomen Sotilas website for a month, price € 900

*(NB! Not on banner carousel, viewable all the time)*

4.

Banner on every clicked article on our website, price € 2,000



[www.facebook.com/  
suomensotilas](https://www.facebook.com/suomensotilas)

