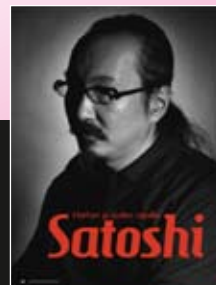


ANIME



”The best magazine on sale nowadays”

– Female, under 20 years (Reader survey 11/2009)



”Anime is a magazine filled with color and diversity”

– Female, 20–29 years old (Reader survey 11/2009)

THE MAGAZINE FOR ANIME, MANGA AND JAPANESE POP CULTURE

Anime Magazine has been published for four years and it has quickly achieved a substantial fan base in Finland among anime, manga and japanese culture enthusiasts. Japanese pop culture is now more popular than ever in Finland, especially among young teenage girls.

KEY FACTS

- 6th year in print
- 8 issues a year
- 44 000 readers (KMT 2007)
- Print run 12 000 copies per issue
- Avg. reading time / issue 79 minutes
- Each issue read 6,7 times on avg.
- 98 % of the readers keep the magazine after reading for over 12 months
- Loved by readers: average score from readers 8,7/10 (Reader survey 11/2009)

AD PRICES (€) BACK COVER INSIDE COVERS

	BACK COVER	INSIDE COVERS
2/1	2 970	1 650
1/1	1 490	
1/2	980	
1/4	650	
1/8	390	
1/18	220	

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(filesizes >8MB use FTP Transfer, login details provided by ad sales)

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MONTH	BOOKINGS	MATERIALS	OUT ON	ISSUE
FEBRUARY	19.1.2010	26.1.2010	12.2.2010	41
APRIL	15.3.2010	22.3.2010	9.4.2010	42
MAY	27.4.2010	4.5.2010	21.5.2010	43
JULY	14.6.2010	21.6.2010	9.7.2010	44
AUGUST	20.7.2010	27.7.2010	13.8.2010	45
OCTOBER	14.9.2010	21.9.2010	8.10.2010	46
NOVEMBER	19.10.2010	26.10.2010	12.11.2010	47
DECEMBER	16.11.2010	23.11.2010	10.12.2010	48

READER PROFILE

- Female 72%, Male 28%
- under 20-year old 68%
 - 20-29 year old 25%
 - 30+ year old 7%

Source: Reader survey 11/2009

AD SIZES

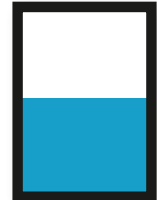
2/1
380 x 260 mm
(+ 5 mm bleed)



1/1
190 x 260 mm
(+ 5 mm bleed)



1/2 Horizontal
190 x 130 mm
(+ 5 mm bleed)



Note: Please leave a 30mm margin on the top of back cover ad material.

1/2 Vertical
90,5 x 260 mm
(+ 5 mm bleed)



1/4
80,5 x 120 mm
(no bleeds)



1/8
80,5 x 60 mm
(no bleeds)



1/18
80,5 x 25,2 mm
(no bleeds)

