

pelaaja

RAKKAUDESTA VIDEOPELEIHIN

The image shows two covers of the magazine 'pelaaja'. The left cover is issue NR0 74, dated MARRASKUU 2008 / 6,50 €, featuring 'GUITAR HERO WORLD TOUR' and 'WIDEOUT IN VICTORIA'. The right cover is issue NR0 73, dated LOKAKUU 2008 / 6,50 €, featuring 'Grand Theft Auto: CHINATOWN WARS' and 'IDENT 5'. A large blue starburst graphic in the center contains the text '71 000 READERS!' and '(KMT FALL 2008 / SPRING 2009)'. Below the starburst, a list of featured games includes: +FALLOUT 3, +SAINTS ROW 2, +DEAD SPACE, +MOTORSTORM 2, +FAR CRY, +DISASTOY, +PES 2009, and +PROFESSIONAL GOLF 12.



”Pelaaja is still evolving, even though it’s been no. 1 in Finland for years”

– Male, 22 years old (Reader survey 08/2009)



”Excellent and by far the best games magazine”

– Male, 19 years old (Reader survey 08/2009)

THE BIGGEST VIDEOGAME MAG IN FINLAND

The biggest videogame magazine in Finland, Pelaaja, celebrated its 7-year anniversary last October. Pelaaja is a magazine that shares the love and passion for videogames along with its readers. Pelaaja is read by the young male demographic who consider gaming in all its many forms as a key part of their lifestyle. Readers have come to rely on what Pelaaja has to say about games and gaming culture.

KEY FACTS

- 8th year in print
- 12 issues a year
- 71 000 readers (KMT Fall 2008/Spring 2009)
 - 64 000 male readers (91 %)
 - 7 000 female readers (9 %)
- The biggest magazine in Finland for young male readers: 73% of readers are males aged 12-29

AD PRICES (€) BACK COVER INSIDE COVER

2/1	3 500	3000	2500
1/1	2 300		
1/2	1 480		
1/3	900		
First spread	4 000		

Authorized media agencies are eligible for a 15% media agency discount.

Advertisements via email: aineisto@pelaajalehti.com (filesizes >8MB use FTP Transfer, login details provided by ad sales)

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MONTH	BOOKINGS	MATERIALS	OUT ON	ISSUE
JANUARY	7.12.2009	14.12.2009	7.1.2010	88
FEBRUARY	12.1.2010	19.1.2010	5.2.2010	89
MARCH	9.2.2010	16.2.2010	5.3.2010	90
APRIL	9.3.2010	16.3.2010	6.4.2010	91
MAY	13.4.2010	20.4.2010	7.5.2010	92
JUNE	11.5.2010	18.5.2010	4.6.2010	93
JULY	11.6.2010	18.6.2010	7.7.2010	94
AUGUST	13.7.2010	20.7.2010	6.8.2010	95
SEPTEMBER	10.8.2010	17.8.2010	3.9.2010	96
OCTOBER	7.9.2010	14.9.2010	1.1.2010	97
NOVEMBER	12.10.2010	19.10.2010	5.11.2010	98
DECEMBER	9.11.2010	16.11.2010	3.12.2010	99

SUBSCRIBER PROFILE

Male 92%, Female 8%

- under 20-year old 26%
- 20-29 year old 53%
- 30+ year old 21%

Source: Subscriber survey 2009

AD SIZES

2/1
460 x 297 mm
(+ 5 mm bleed)

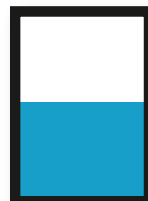


1/1
230 x 297 mm
(+ 5 mm bleed)



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

1/2 horizontal
230 x 148 mm
(+ 5 mm bleed)



1/2 vertical
109 x 297 mm
(+ 5 mm bleed)



1/3 vertical
74,5 x 297 mm
(+ 5 mm bleed)

