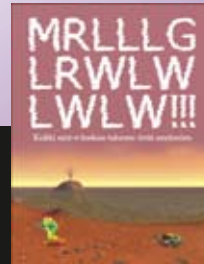
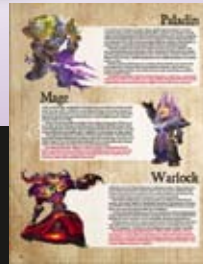


World of Warcraft®-erikoislehti

WOW



”Thank You. Magnificent, high quality magazine.”
– Female, 40 years old. (Source: WOW Reader Survey 1/2009)



”The content is superb.”

– Male, 15 years old. (Source: WOW Reader Survey 1/2009)

100% WOW!

WOW Magazine concentrates on the wonderful world of World of Warcraft®. With over 11 million subscribers worldwide this game has an extensive userbase in Finland. The target group for the mag consists of 12+ year old gamers. The magazine attempts to reach a wider audience than traditional specialist gaming magazines by reaching also girl and adult gamers. The articles in the magazine offer interesting reading for both beginners and advanced players. The editors are seasoned veterans who regard World of Warcraft® as their second home.

KEY FACTS

- 3 issues in 2010
- Print run 15 000 copies. over 2 000 distribution outlets
- 84 pages, 100% WOW
- High quality, glossy, ”limited edition” -type publications for enthusiasts

AD PRICES (€)

	BACK COVER	INSIDE COVERS
2/1	3 500	2 500
1/1	2 300	
1/2	1 480	
1/3	900	
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MONTH	BOOKINGS	MATERIALS	OUT ON	ISSUE
MARCH	23.2.2010	2.3.2010	19.3.2010	5
JUNE	18.5.2010	25.5.2010	11.6.2010	6
NOVEMBER	12.10.2010	19.10.2010	5.11.2010	7

READER PROFILE

Men 88 %, women 12 %

- under 20-year old 56 %
- 20–30-year old 32 %
- over 30-year old 12 %

Source: WOW Reader Survey 1/2009

AD SIZES

2/1
460 x 297 mm
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1/1
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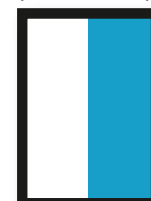


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