

# BirdLife

Magazine

Rate Card 2023







## Advertising Marketing:

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## Circulation:

25 000–37 000

## Publisher:

BirdLife Finland  
Annankatu 29 A 16  
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## Editor-In-Chief:

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BirdLife magazine is published by BirdLife Finland, a parent organization of 30 Finnish ornithological societies, and a partner of BirdLife International – a world wide organization for the protection of birds. BirdLife Finland is the biggest publisher of birdwatching magazines in Finland.

BirdLife magazine has a nationwide circulation and is distributed widely to birdwatchers in Finland. It offers you an excellent way to advertise all services and products connected to nature, birds and birdwatching.

## Prices

Inside front cover	2 400 €
Back cover	2 400 €
1/1 page	1 950 €
1/2 page	1 350 €
1/4 page	850 €

## Material & Insertion Dates

1/2023	20.1.	material 8.12.
2/2023	14.4.	material 13.3.
3/2023	15.9.	material 17.8.

Material address:  
ilmoitusmyynti@birdlife.fi

## Sizes

1/1 page 225 x 335 mm/ 260 x 370 mm  
1/2 page 225 x 168 mm  
1/2 page 112 x 335 mm  
1/4 page, different shapes

## Technical Information

Size of the magazine:  
Tabloid 260 x 370 mm,  
5 mm bleed for full page ads.  
Resolution: 200 ppi  
RGB-profile: Adobe RGB (1998)

For further technical information  
contact Mr Juha Halminen  
(ilmoitusmyynti@birdlife.fi).