

# BirdLife

Magazine

Rate Card 2020





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Magazine

## Rate Card 2020

### Advertising Marketing:

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### Circulation:

20 000–35 000

### Publisher:

BirdLife Finland  
Annankatu 29 A 16  
FI-00100 Helsinki, Finland  
tel. +358 10 4066 200  
www.birdlife.fi

### 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.

### Prices

Front Cover	2 900 €
Other Covers	2 400 €
1/1 page	1 950 €
1/2 page	1 350 €
1/4 page	850 €

### Material & Insertion Dates

1/2020	17.1.	material 9.12.
2/2020	9.4.	material 13.3.
3/2020	18.9.	material 21.8.

Material address:  
ilmoitusmyynti@birdlife.fi

BirdLife magazine has a nation wide circulation of about 20 000–35 000 copies per issue 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.

### 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  
Resolution: 200 dpi  
RGB-profile:  
Adobe RGB (1998)

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