

YOUSPORT - SPORTS TRADE HANDBOOK 2024



The 2024 Handbook will also be published in electronic form on the website of YouSport.fi

SPORTS TRADE EVENT CALENDAR

A calendar of the sports trade events is printed in the calendar section of the Handbook. As such, it serves as an everyday tool calendar for the sector's stakeholders.

SPORTS TRADE SUPPLIERS

The alphabetical business directory lists all the companies related to the sports trade sector that have been known to the publisher by the book's date of publication. In addition to the company name, the directory contains the address and telephone number.

In February 2024, a reference book covering the entire sports retail sector will be published. **The YouSport - Sports Trade Handbook** contains contacts and product range information from all major suppliers in one place. In addition, it offers a lot of everyday information that can be routinely used in the sports trade business; as a reference book, it's even faster than the internet!

SPORTS TRADE BRAND DIRECTORY

The brand directory describes the product selection of the suppliers involved in the company presentation. The alphabetical brand directory specifies the company name for each product supplier, and the page number redirects to the website of the company in question.

SPORTS TRADE'S AD SECTION

It is possible for companies in the sector to purchase a paid ad in the Handbook, where their activities can be better detailed. The page number of the ad is entered in the directory next to the company name. Below are the size options and prices for an ad. We link all notifications in the Handbook to the web address sought by the customer. In this way, the electronic version of the Handbook provides easy access to the websites of the participating companies. When submitting the material, please also send the url to which you want the ad to be linked.

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Reservation date 22.1.2024	Materials 29.1.2024	Publication date 29.2.2024
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ADVERTISING PRICES 2024

Ad type	Size	Price
Opening 2/1	256x190	1725 € + VAT
1/4 full page	128x190	995 € + VAT
1/2 page	128x90	690 € + VAT
1/3 page	128x61	400 € + VAT

Billing of ad fees is executed in February after the Handbook's publication.

CONTACT US

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MATERIAL REQUIREMENTS

Image and logo files: tiff, eps, jpg, psd. or as vector graphics (Freehand or Adobe Illustrator).

Image resolution 300 dpi and CMYK color separation. All color pictures and colors used in design should be in CMYK format. All used spot colors should be converted to CMYK.

Total ink limit: 300 %

Bleed: In addition to the final size of magazine there must be added 5 mm of bleed area on each side.

File format: A printable pdf file that accept standard PDF/X:1-a (2001) must be sent by e-mail to myynti@yousport.fi and aineistot@saarsalo.fi

ICC profile: ISOcoated_v2_300_eci.icc

You can also order the material at the communications agency Akvamariini for 150 € + VAT.

We compile your material (images, logos, text) according to your instructions.