

YouSport

YOUSPORT
MEDIA KIT
2023



ALWAYS SEND
YOUR BRAND'S
FRESH NEWS AND
PRESS RELEASES TO
TOIMITUS@YOUSPORT.FI

YouSport is the professional media of Finnish sports trade. It publishes news and innovations of interest to the industry online, tells about international trends and domestic trade news, developing the domestic sports trade together with the industry players.

YouSport is published by **Akvamariini**, a communications consultancy specializing in sports communications.



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NATIVE ARTICLE

A native article is a carefully crafted and cleverly written story that is distinguished from other content by the “Commercial cooperation” marking. A native article also differs from other YouSport content in that the client decides on and approves the content and implementation.

NATIVE ARTICLE ON THE YOUSPORT WEBSITE

Native article on the YouSport website

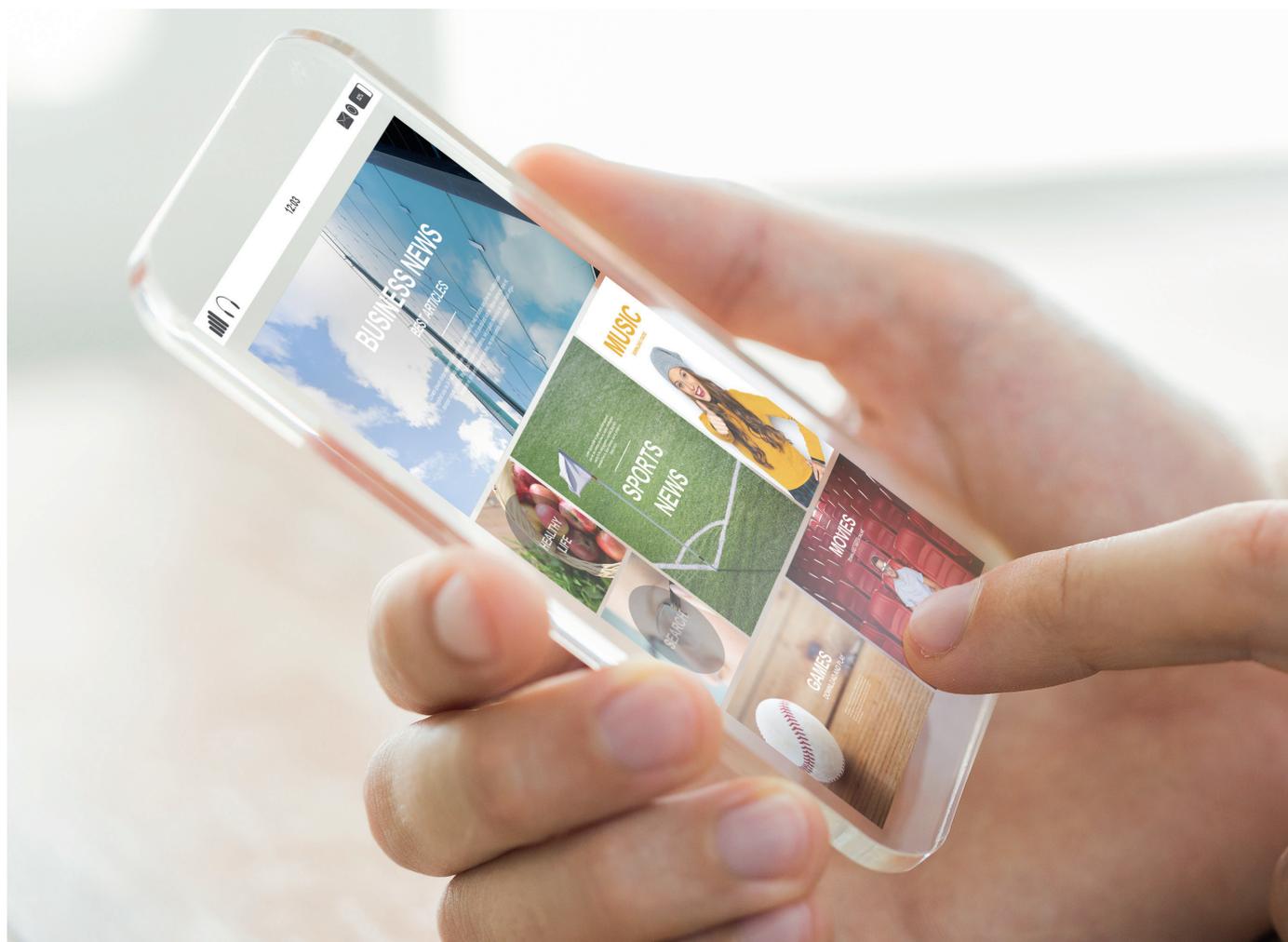
Prices

Native article

650 € one month
(finished pictures and materials delivered by the client)

Article production

300 € (price including writing the native article as well as its design in collaboration with the client and one comment round. The client delivers pictures; a professional photographer can be recommended.)



The maximum length of a native article published on the website is 4,000 characters. The native article appears on the front page of the YouSport site during the campaign period. It is then filed, and the link to the article will still work, traffic to it can still be driven from e.g. the social media.

YOUSPORT WEBSITE

Do you want to reach sports professionals quickly and efficiently?
The **YouSport** website offers a great opportunity!

The YouSport.fi site, which has an active readership, reports professionals interested in sports trade and products the latest news in the field and interesting product news.

ASK
OUR MEDIA
VENDOR
ABOUT OTHER
ALTERNATIVES!

YouSport
Suomen urheilukaupan ammattimedia

Etsi ...

ETUSIVU HAKEMISTOT AJANKOHTAISTA MEDIA YOUSPORT VERKKOKAUPPA

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MESSE MÜNCHEN
ISPO Munich

Lähetä tietoa uutuuksista ja uutisista!
toimitus@yousport.fi

Lue
YouSport - Urheilukaupan Käsikirja 2022
täältä

Arenalta huurtumattomat uimalasit kuntouimareille
YouSport • 14.10.2022 • 06:24
Arena Air-Bold Swipe -uimalasit ovat ensimmäiset kuntouimareille tarkoitetut uimalasit, joissa on huurtumaton Swipe-pinnoite. Huurtumattomuuskäsittely aktivoituu, kun lasien sisäpintaa pyyhkäistään peukalolla.
[Lue lisää >](#)

ENVIRONMENTAL FRIENDLY

BANNER PRICE LIST 2023

Front page

Parade 500 € a month
Box 350 € a month

Visibility in the newsletter (1 sending)

Banner 250 € / 1 sending
Content purchase (image + title and entry fee)
350 € / 1 sending

VAT excluded from prices.

Sport and lifestyle
journalists also
receive YouSport's
newsletter
monthly.

Technical data and delivery

Always deliver two different sizes, 980x400 px and 300x300 px, of the parade banner. The size of the box banner is 300x250 px. Banners to be delivered by e-mail to myynti@yousport.fi no later than 5 days before starting the campaign.

Cancellation policy

Cancellation possible 10 days before the agreed campaign.

Notification materials and other materials to be delivered by e-mail to myynti@yousport.fi

YOUSPORT - SPORTS TRADE HANDBOOK 2023



The printed reference directory covering the entire Finnish sports retail sector is published each February. **The YouSport - Sports Trade Handbook** contains all important contact and product range information from all major suppliers in one place: the different indexes offer all necessary everyday brand and contact information that the retail sector is used to using.

The Handbook is easily accessible to stores, as it is distributed free of charge to all Finnish sports stores. In addition, the directory offers other everyday information that can be routinely used in the sports trade business. The Handbook's indexes are published also in electronic format on this website. Website brand visibility, in its turn, is offered through a yearly subscription. It also contains services such as publishing press releases on the site.

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.

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.

YOUSPORT SPORTS TRADE HANDBOOK 2023

Reservation date
24.1.2023

Materials
31.1.2023

Publication date
27.2.2023

ADVERTISING PRICES 2023

Advertisement type	Size	Price
Opening 2/1 p	256x190	1725 € + VAT
1/1 p	128x190	995 € + VAT
1/2 p	128x90	690 € + VAT
1/3 p	128x61	400 € + VAT

Advertisements will be invoiced in February.

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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 PD-F/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.