

YouSport

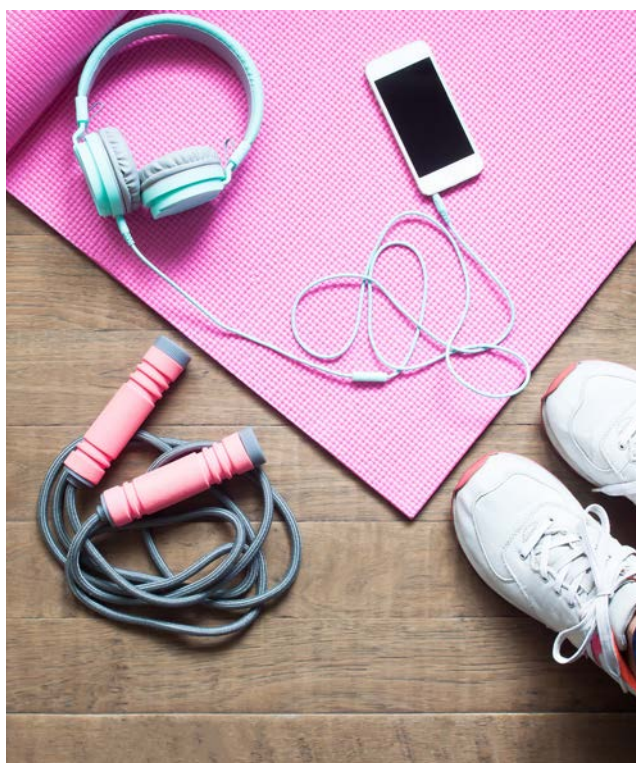
YOUSPORT-
MEDIA KIT
2021



YouSport is the professional media of Finnish sports trade, which publishes news and innovations of interest to the industry both in print and online, tells about international trends and domestic trade news, and develops domestic sports trade together with industry players.

YouSport is published by the **Akvamariini** communications agency, which works closely with the Fashion and Sports Trade Association.

You can send
press releases
and news to
toimitus@
yousport.fi



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YOUSPORT-MAGAZINE

DATES OF PUBLICATION AND SCHEDULE FOR 2021

2021 Nro	Teema	Reservation date	Materials	Publication date
1/21 ja handbook	ISPO and international sports trade trends Winter sports	25/1/2021	1/2/2021	26/2/2021
2/21	Amazon & Finnish online store Outdoor, biking, golf	6/5/2021	12/5/2021	4/6/2021
3/21	Consumer behaviour in sports trade Sports trade textile review Indoor games	20/8/2021	27/8/2021	17/9/2021
4/21	Sports trade chain operations here and elsewhere Ice sports	29/10/2021	5/11/2021	26/11/2021



Remember
the tax
deductibility
of professional
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ADVERTISING PRICES 2021

Advertisement type (+ 3 mm margins)

	Koko	Hinta
2/1 opening	420 x 297 mm	€2 860
Back cover	210 x 297 mm	€2 460
Covers 2 and 3	210 x 297 mm	€2 220
1/1 page	210 x 297 mm	€1 500
1/2 page horizontal	210 x 148 mm	€1 070
1/2 page portrait	105 x 297 mm	€1 070
1/4 page horizontal	210 x 74 mm	€690
1/4 page portrait	105 x 148 mm	€690
1/8 page horizontal	105 x 74 mm	€520

Notes: address print location on back cover, magazine width and 30 mm high space

Prices

VAT is added to all prices. Prices are based on pdf material. All other technical costs are invoiced separately.

Notification attachments

Various flyers in-between pages are possible. Ask your media vendor for more options!

Cancellation and complaints

Cancellations must be made no later than one week before the material submission date. Written complaints within 8 days from the date of publication. The magazine's liability for deficiencies and errors in published advertisements is at most the price of the advertisement.

Payment terms

The publisher reserves the right to change prices and schedules. Payment term 14 days/net, default interest 8%.

Print run

The sports retail magazine YouSport is aimed at industry professionals such as sports brands, sporting goods wholesalers and retailers, their staff and industry stakeholders. The magazine has a print run of 1,000 copies.

Technical data and delivery of advertisements

Magazine size 210 x 297 mm, cutting margins + 3 mm, printing method offset, folding & print: Menu Media. **The notification materials are delivered digitally in pdf format to myynti@yousport.fi.**

ORDER PRICE IN 2021

The subscription price for the magazine's annual in 2021 is €75 and additional subscriptions for the staff of the same company €59 each. Annual subscription for the EU is €95 and for other countries €105. VAT will be added to the prices. Additional copies of the manual are €15 + postage.

The subscription price includes four issues of the print magazine, the YouSport Sports trade handbook, and the right to read articles, the digital magazine and the digital version of the handbook. Order address: **myynti@yousport.fi**

NATIVE ARTICLE

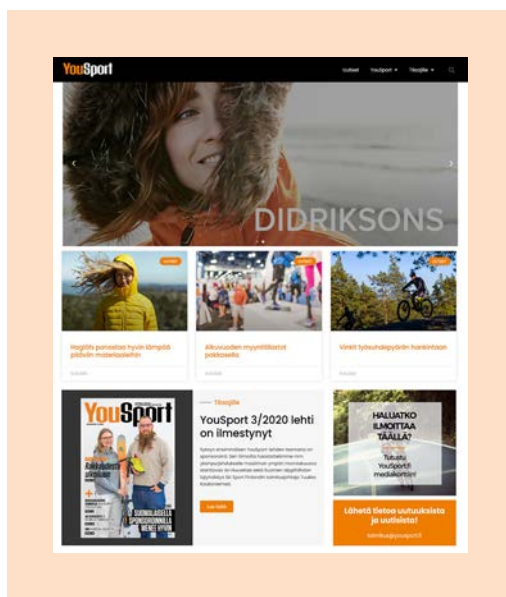
A native article is a carefully crafted and cleverly written story that is distinguished from other content by the “Commercial cooperation” marking. A native article also differs from other YouSport content in that the client decides on and approves the content and implementation.

Native article On the YouSport website		Native article In YouSport magazine	
Native article	€1500 a month (Ready pictures and material delivered by the client)	1/1 p 2/1 p	€1500 (Ready pictures and material €2860 delivered by the client)
Article production	€300 (Price includes native article design together with the client, its writing and placement as well as one repair round. The client delivers footage, if necessary, we can recommend a professional photographer)	Article production	€300 (Price includes native article design together with the client with its writing and placement as well as one round of repairs. The client delivers the image material, if necessary, we can recommend a professional photographer)

The maximum length of a native article published on the website is 4,000 characters. In addition, it can accommodate pictures. The native article is on the front page of the YouSport site during the campaign period. It is then moved to the archive. However, the link to the article still works and you can drive traffic to it from social media, for example.

The length of a native article published in YouSport is up to 2,500 characters. In addition, the page can hold 1-2 images. If you would like to publish the same native article on both the website and YouSport, we will shorten the article to your liking.

YOUSPORT WEBSITE



Do you want to reach sports professionals quickly and efficiently?

The YouSport website offers a great opportunity for that.

YouSport.fi has an active readership and in the best months the site is visited by up to 12,000 readers. The site tells professionals interested in sports and sports equipment the latest news in the field and interesting product news, which we publish free of charge based on the newsletters we receive.

Ask our media vendor about other alternatives!

BANNER PRICE LIST 2021

Front page

Parade €960 a month
Box €720 a month

Category page

Parade €480 a month
Box €360 a month

VAT is added to all prices.

Technical data and delivery

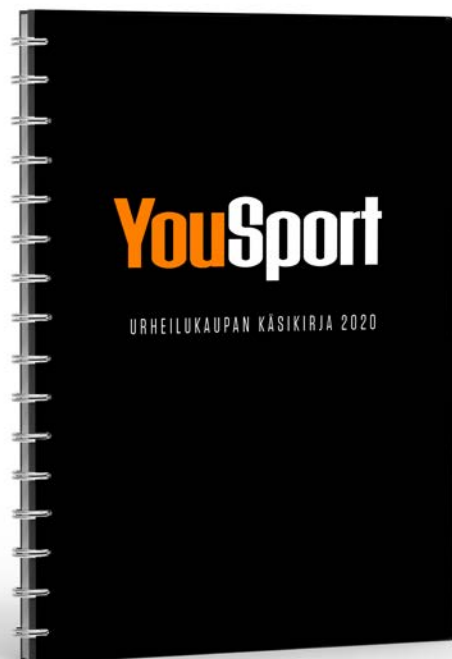
Always deliver two different sizes of 980x400 px and 300x300 px of the parade banner. The size of the box banner is 300x250 px. Banners will be delivered by e-mail to myynti@yousport.fi no later than 5 days before the start of the campaign.

Cancellation policy

It is possible to cancel the banner campaign 10 days before the agreed start of the campaign.

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

YOUSPORT SPORTS TRADE HANDBOOK 2021



In connection with the first issue of the year, **YouSport** trade magazine, a reference work covering the entire sports retail industry, will be published in February. **The YouSport Sporting Goods Handbook** contains contacts and product range information from all major suppliers in one place. In addition, this buyer's handbook offers a lot of everyday sports trade information, and is even faster than the web as a search engine!

INDEX OF SPORTS TRADE BRANDS

The brand directory describes the product range of the suppliers involved in the company list. The alphabetical brand directory tells the company name of each product supplier, and the page number redirects to the website of the company in question.

INTRODUCTION TO SPORTS TRADE COMPANIES

It is possible for companies in the sector to purchase a paid demonstration for the Handbook, which explains more about their activities. The page number of the advertisement is entered in the directory next to the name of the company. Ad size options and prices are below.

The 2021 Handbook will also be published on the Yousport.fi website in an electronic version.

SPORTS TRADE EVENT CALENDAR

The handbook has a calendar of sporting goods events, which is printed in the calendar section of the book. As such, it serves as a casual work calendar for industry players.

SPORTS TRADE SUPPLIERS

The alphabetical business directory lists all the companies related to the sports trade that have been known to the publisher by the time the book is published. In addition to the company name, the directory contains the address and telephone number.

YouSport sports trade handbook 2021

Reservation date	Materials	Date of publication
25/1/2021	1/2/2021	26/2/2021

Advertising prices 2021

Advertisement type	Size	Price
Opening 2/1 p	256x190	€1500 + VAT
1/1 p	128x190	€900 + VAT
½ p	128x90	€600 + VAT
⅓ p	128x61	€350 + VAT

Advertisements will be billed in February after the publication of the Handbook.



MATERIAL REQUIREMENTS

A printable pdf file must be sent by e-mail to myynti@yousport.fi.

Image and logo files: tif., eps., jpg., psd. or as vector graphics (Freehand or Adobe Illustrator).
Image resolution 300 dpi and CMYK colour separation.

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.