

# KALASTUS

LEHTI

HOOKED ON FISHING



# Mediakit 2021

In Finland, everybody has a relationship with fishing, as it's one of the most popular past times in our country. According to a study conducted by Natural Resources Institute Finland, nearly 1.8 million people are into fishing.

To many, it is an important way to relax and spend some quality time with friends. Fishing always offers lots of exciting moments ranging from watching the bite to amazing experiences in nature. These are the moments that we write about - the moments that will not be forgotten.

The fishing medias run by Krook Media House are Kalastus ("fishing") magazine and Kalamies.com ("fisherman") website. Our media network (Magazine, website, Facebook) reaches totally over 100 000 people - the whole active fishing community from its newcomers to veterans.

Kalastus-lehti magazine was founded in 2004 by active fishermen who thought that the Finnish fishing scene needed different approach in terms of lay out, story telling and the distribution concept.

We did not want to get subscribers who have to pay for the magazine so we came up with a concept where we share the magazine for free in every fishing tackle shop in Finland. Today Kalastus-lehti is the largest 100% fishing magazine in the country with circulation of 30 000 copies. It is the opinion leader and the media which gets most respect from the clients and readers.

## Finnish recreational fishing - Key facts

- 1.8 million people who consider fishing as their hobby during summertime holidays, investment around 100-200 euros annually
- 218 000 active fishermen and women who are fishing all seasons and are investing 1000-2000 euros annually
- 82 000 consider themselves as true fanatics, are spending all their leisure time fishing and invest over 2000 euros annually
- 75% are men, 25% women. 20% are under 18 years old and 11% are over 63 years

## Prices & sizes



2/1 s. spread  
420 x 280 mm  
3.900 EUR



1/1 s. page  
210 x 280 mm  
2.900 EUR



1/2 landscape  
210 x 140 mm  
1.700 EUR



1/2 s. portrait  
105 x 280 mm  
1.700 EUR



1/3 s. portrait  
70 x 280 mm  
1.400 EUR



1/4 s. box  
105 x 140 mm  
1.200 EUR



1/4 s. landscape  
210 x 70 mm  
1.200 EUR



Inserts:  
Contact your salesperson.

Vat. is added to the prices

## File Formats

.PDF, .JPG, .TIFF, .EPS, indesign.

## Sending the material

E-mail: [Ilmoitukset@krookmedia.fi](mailto:Ilmoitukset@krookmedia.fi)

Add contact information to your e-mail / mail

## Discounts

- 2 repeats - 8 %
- 3 repeats - 10 %
- 4 repeats - 15 %
- 5 repeats - 18 %

## Reserving ad space and when reservations are binding

Cancellations must be made two weeks before the publication. If the cancellation is made after the due date, 50% of the price of the ad will be charged for damages. If no material is delivered and no cancellation is made, 80% of the price of the ad will be charged.

## Force Majeure

The magazines responsibility concerning the ad does not exceed the value of the advertising space.

## Complaints and claims

Complaints and claims must be made in writing 7 days after the publication of the ad.



## Target Group

Primary target group: Active sport fishing oriented people with high purchasing power ranging from 25 to 45 years old.

Secondary target group: Under 18 years old and veterans.

## Circulation

30.000 kpl. (The International Sportsmen's Fair -issue 35.000 kpl)

## Sales

### Jerker Krook

jerker.krook@krookmedia.fi  
+358 40 566 3035

### Antti Zetterberg

antti.zetterberg@krookmedia.fi  
+358 50 569 5725

## Technical information

Size: 210 x 280 mm (+3mm bleed)  
Bleed: +3mm

## Printing House

Reusner, Tallinna

## Staff

Antti Zetterberg, Editor-in-chief  
Ari Paataja  
Mikael Sarelin  
Niko Satto

## Schedule

Nro.	Pub. W.	Material Deadline
1	17	9.4.
2	23	14.5.
3	36	13.8.

# KALAMIES.COM

The largest Finnish fishing site and sharing the stoke of fishing by daily basis.

Get the most out of your marketing budget by combining your message in online and print as Kalamies.com and Kalastus-lehti are bonded together. The magazine and its contents are also shared online at Kalamies.com one month after publishing. Different articles are being read by almost one million readers annually. Kalamies.com has 7200 Facebook followers. There are 11 000 Facebook followers in Kalastus-lehti.

## Examples of prices

728x90 px banner  
500 euros + vat per month

468x60 px banner  
300 euros + vat per month





# Distribution

## FISHING TACKLE & BOAT SHOPS

### GODBY

Firma Hugo Andersson

### HAMINA

J&J Rajala

### HEINOLA

Maken Kalastus

### HELSINKI

Adita

Wobbleri

Flipper Market

Meri-Info

Maritim

Schröder

John Nurminen Marine

Varuste.net

Helsinki Spey Clave

Waltic

### HÄIJÄÄ

Häijään Urheilutarvike

### IISALMI

Pohjois-Savon

Luontovaruste

### IMATRA

Kisa Imatra

### JOENSUU

Jokikone Oy

### JOUTSA

J.Varis

### JYVÄSKYLÄ

Karin Suurmyymälä

### JUVA

Rauta Maatalous

### KAUSTINEN

Eräkellari

### KEMIJÄRVI

Urheilu-Sivakka

### KIIMINKI

Frontters

### KIRKKONUMMI

ERÄ+

### KIURUVESI

Rapakkojoen Kauppa Ky

### KONTIOMÄKI

Kainuun Tähti Oy

### KORPPOO

Buffalo

### KOTKA

Karhulan Ase ja Erä

Maretarium

### KUHMO

Pääkkönen & Piirainen Oy

### KUOPIO

SAM Fishing

Konesolmu

Maken Pyydys

Yamaha Center Kuopio

### KUUSAMO

Kuusamon Uistin

Tärppi

### KUUSISTO

Venetalo Viherkoski Oy

### LAHTI

Erä-Lindroos

### LAMMI

Sport Lammi Tuulonen

### LAPPEENRANTA

Erä Saimaa

Urheilu-Koskimies Oy

### LEMPÄÄLÄ

Kalastus Suomi

### LOPPI

Eräloppi Oy

### LOVISA/LOVIISA

Sjöblom Sport Ab

### MARIEHAMN/

MAARIANHAMINA

Fiskarboden

Jakt och Fiskebutiken Ab

### MERIKARVIA

Eumer Finland Oy

### MIKKELI

Kala-Kalle

### NIVALA

Savenmaa

### OULU

Tiura Uistin

### PIEKSÄMÄKI

Green Trail Oy

### PORVOO/BORGÅ

Porvoon Mikrokulma

### PYHÄSALMI

Pyhäjärven Rastikaupat Oy

### RAISIO

Raision Meri & Metsä

### RAUMA

Sissos Myymälä

### RIIHIMÄKI

Korkiakosken Uistin

### SAARENKYLÄ

Karin Kampe

### SIPOO

W&W Marine Oy

### SODANKYLÄ

Simonen

### SOMERO

Someron Kalastustarvike

Someron Urheilu ja Vapaa-Aika

### SYSMÄ

Urheilu-Valonen Ky

### TAMPERE

Nippon Verkko

Yamaha Center

Ruoto

### TURKU

Yamaha Center

Turunmaan ase ja kone

### URJALA

Valajärven kartano

### VAASA

Kurren Erä ja Kalastus

### VANTAA

Yamaha Center

Ruoto (Tuusula)

### VARKAUS

Akkusolmu

Minnan Vapa Ja Viehe

### VÄÄKSY

SK Center

Vääksyn Konepiste Oy

## GUIDED FISHING TRIP COMPANIES

### KIRKKONUMMI

Apajamatkat

Blue & White Safari

### KOTKA

Kymi Fishing

### RÖNNÄS

Fishing Lords

## FISHING TACKLE DEPARTMENTS

### TOKMANNI

(kautta maan)

### MOTONET

(kautta maan)

### XXL

(kautta maan)

### KÄRKKÄINEN