



KOTIMAA
media information
2024

Publication schedule

The newspaper is published on Fridays. The deadline for advertisement reservations and material deliveries is 12:00 noon on Thursday the previous week before the publication date.

Issue	Publication	Reservation/materials	Theme/special issues
1-2	12 Jan	4 Jan	
3	19 Jan	11 Jan	Travel
4	26 Jan	18 Jan	Presidential election
5	2 Feb	25 Jan	
6	9 Feb	1 Feb	
7	16 Feb	8 Feb	Meeting, course and camp facilities
8	23 Feb	15 Feb	New convocation representatives
9	1 Mar	22 Feb	
10	8 Mar	29 Feb	
11	15 Mar	7 Mar	
12-13	22 Mar	14 Mar	Easter double issue
14	5 Apr	28 Mar	
15	12 Apr	4 Apr	
16	19 Apr	11 Apr	
17	26 Apr	18 Apr	
18-19	3 May	25 Apr	
20	17 May	Wed 8 May	Summer 2024 events
21	24 May	16 May	
22	31 May	23 May	
23	7 Jun	30 May	
24	14 Jun	6 Jun	
25-26	Thu 20 Jun	Wed 12 Jun	Midsummer, SuomiAreena

Issue	Publication	Reservation/materials	Theme/special issues
27-28	5 Jul	27 Jun	Gospel celebrations
29-30	19 Jul	11 Jul	Christian summer celebrations
31-32	2 Aug	25 Jul	
33	16 Aug	8 Aug	
34	23 Aug	15 Aug	
35	30 Aug	22 Aug	
36	6 Sep	29 Aug	
37	13 Sep	5 Sep	
38	20 Sep	12 Sep	Meeting, course and camp facilities
39	27 Sep	19 Sep	Michaelmas
40	4 Oct	26 Sep	
41	11 Oct	3 Oct	
42	18 Oct	10 Oct	Staff
43	25 Oct	17 Oct	
44	1 Nov	24 Oct	All Saints' Day
45	8 Nov	31 Oct	Fathers day
46	15 Nov	7 Nov	Properties
47	22 Nov	14 Nov	
48-49	29 Nov	21 Nov	Advent double issue
50	13 Dec	4 Dec	
51-52	20 Dec	14 Dec	Christmas double issue

Media sales

Juha Kurvinen, tel. +358 40 665 5983, juha.kurvinen@kotimaa.fi
Pirjo Teva, tel. +358 40 680 4057, pirjo.teva@kotimaa.fi

Specifications

Magazine size 250 x 350 mm
Number of columns 4
1 column 50 mm
2 columns 105 mm
3 columns 160 mm
4 columns 215 mm
Lines per centimetre 34 l/cm
Resolution 220 dpi
Printing house Botnia Print Oy, Kokkola

Print rates

€ 2,50/column millimetre (cmm), job vacancy advertisements € 2,70/cmm

Additional fees

Ad creation € 80/hour
Paper invoice € 3
VAT (25.5 %) will be added to the rates. We retain the right to make changes.

Payment transactions

Scrutum-Kotimaa Oy
Nordea FI7017943000013369

Discounts

Repeat advertisements 20 % (ad unchanged, reservations made at the same time)
Packages (does not apply to classified advertisements; no repeat advertisement discount with a package discount)
Two different issues 20 %, **at least three different issues** 25 %
Advertising and media agencies 15 %

Material requirements

Print-ready materials (Adobe Acrobat) pdf. Font files must be embedded in the pdf files, or the

texts must be converted into vector format. Always check the accuracy of pdf files before sending them. The editorial staff cannot make changes to the content of the materials.

The materials created must include all the images and logos featured in the advertisement. This format requires the software and fonts used by the magazine and the creator of the materials to be compatible.

Colour profile CMYK

Resolution 220 dpi

Download profiles at <http://www.botniaprint.fi/aineisto/profiilit/>
No margins, no crop marks

Delivery of materials:

ilmoitusmyynti@kotimaa.fi (subject line: name of the magazine and date of publication)
Further information: Jukka Heinänen tel. +358 40 750 3036, ilmoitusmyynti@kotimaa.fi

Liability for errors and complaints

Notifications about erroneous advertisements must be submitted no later than within eight days of the advertisement being submitted. The magazine is not liable for any damages to the advertiser in the event that an approved advertisement is not published on a particular day for production-related or similar reasons. The magazine's liability for an advertisement's publication is limited to a

refund of the fee paid for the advertisement. Any cancellations of advertisements must be made before the advertisement closing dates. For advertisements cancelled after the closing date, we charge 50 % of the advertising rate. Additional costs arising from legislation, regulations or actions taken by the authorities will increase the rates by a corresponding amount from their effective date onwards. The increases also apply to previously made advertisement reservations.

Kotimaa is printed on paper made of recycled fibre and wood waste. No chemicals, water or oil are used in the printing, and the print waste is recycled up to 99 %. Kotimaa is printed by the Kokkola-based Botnia Print, the most environmentally friendly printing house in Finland. Kotimaa's distribution causes carbon dioxide emissions, but Posti neutralises their impact by funding controlled climate projects that reduce emissions.



KOTIMAA

Meaningful content

53 000 readers

Time spent reading 59 min

Overall reach (print + digital) 80 000

(KMT 2023)

Kotimaa magazine and its online service, Kotimaa.fi stand out as unique entities in Finland's media landscape. Together they reach the employees and trustees of the church nationally, being the country's only media that extensively reaches individuals responsible for church procurements. This offers advertisers an exceptional opportunity to reach this specific target group.

The readership of Kotimaa magazine and Kotimaa.fi comprises both individuals and parishes, providing advertisers with access to a broad and diverse audience. This audience

is interested in topics related to well-being and health, charity, literature, as well as domestic and international news. Additionally readers are enthusiastic about domestic tourism, culture, and outdoor activities.

The advertising opportunities in Kotimaa magazine and Kotimaa.fi offer advertisers a cost-effective way to reach a targeted and interested audience, including a younger visitor profile through Kotimaa.fi. This makes Kotimaa an ideal choice for marketing products or services to both private consumers and broader communities.



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Media sales



Pirjo Teva
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Publisher

Sacrum-Kotimaa Oy, Eteläranta 8, PO Box 279, 00131 Helsinki. Editor-in-Chief: Frejja Özcan

Print rates

€ 2,50/column millimetre (cmm), job vacancy advertisements € 2,70/cmm

The minimum width of job vacancy advertisements is two columns

Discounts

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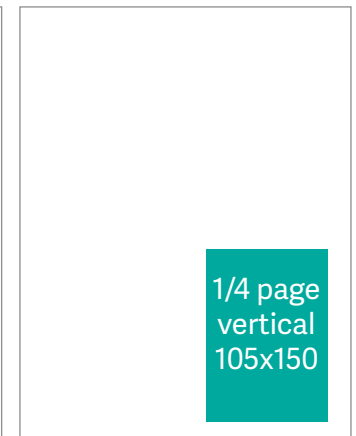
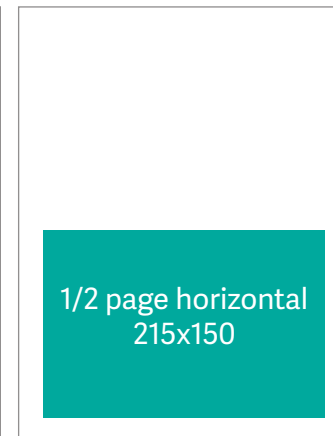
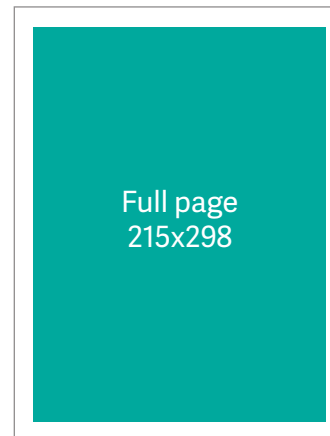
Module sizes

 (The placement may vary.)

1/4 page vertical	105 x 150 mm	€ 735
1/2 page vertical	105 x 298 mm	€ 1.450
1/2 page horizontal	215 x 150 mm	€ 1.450
1/1 page	215 x 298 mm	€ 2.800

Fixed positions

p. 5 lower right corner (1/4 page)	€ 808
back page 1/2 page horizontal	€ 1.595
back page 1/1 page	€ 3.080



**Do you want your own insert in the Kotimaa magazine?
Or a native advertisement?**

Ask about our media sales – let's build an effective package for you!

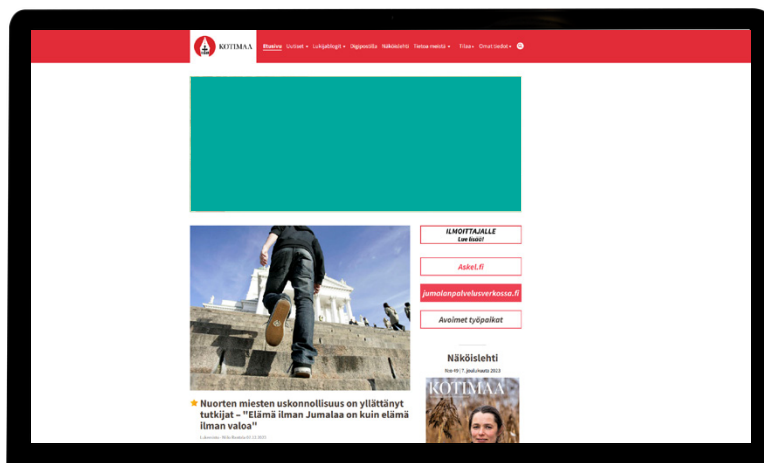
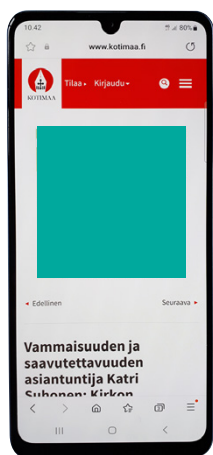
The value-added tax (25.5 %) will be added to all rates. We retain the right to make changes.

Kotimaa.fi

- also reach active church members online!

By advertising at Kotimaa.fi you can reach roughly **120 000** active users per month.

Mobile and desktop parade reaches about **65 500** impressions per week.



Package rate mobile & desktop

Parade, Carousel throughout the website

€ 1680 + vat / month

€ 600 + vat / week

Mobile: 300 x 300 px / max 60 kt

Desktop: 980 x 400 px / max 100 kt

Formats: jpg, gif, png

Banner materials must be delivered three weekdays before the start of the campaign to ilmoitusmyynti@kotimaa.fi

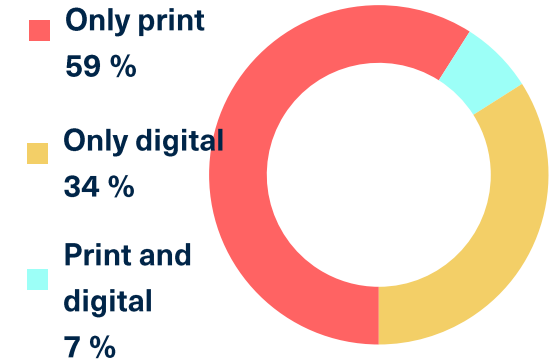
If your campaign combines printed and digital media, Kotimaa's media sales team can provide you with a one-stop-shop service.

The value-added tax (25.5 %) will be added to all rates. We retain the right to make changes.

KOTIMAA

Average issue readership (print) 52 600		Total reach (print + 1 week digital) 79 900	
Times read (print) 1,9		Time spent reading an issue (print) 59 min.	
Readers' TOP 3 topics of interest	index	% Kotimaa	% 15+ pop.
Charity work	279	38	14
Culture	177	56	32
Gardening and plants	167	55	33

Audience in Print & Digital



Reader profile (%)

