ILMAILU

MEDIA KIT 2027

Published 6 times a year, the Ilmailu magazine has established its position as the top aviation magazine in Finland in the course of its 90-year history. The member magazine of the Finnish Aeronautical Association, it actively covers all recreational aviation activities. 81 % of the members of the association consider the magazine very good or fairly good, and 71 % say they keep every issue of Ilmailu.



PUBLISHER

The Finnish Aeronautical Association
(Suomen Ilmailuliitto ry)
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ADVERTISING SALES

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Material: teemu@hank.fi

THE PRICE OF ORDER:

The price of a standing order to Finland/Europe/rest of the world is € 52/62/72 per year (6 issues).
A fixed-term 12 month order (6 issues) to Finland/Europe/rest of the world costs € 59,90/69,90/79,90.
The cover price is € 8,50.

CIRCULATION

Average 6 100 pcs

TECHNICAL INFORMATION

Page size: 217 x 280 mm
Printing: offset
Paper: Cover: LumiPress Gloss 170 g
Pages:: UPM Ultra 70 g
Printing: UPC Print

ADVERTISING RATES

ADVERTI-SEMENT	SIZE (MM)	PRICE €
2/1	434 x 280	2 935,00
1/1	217 x 280	1 685,00
1/2 horizontal	with margins 185 x 123 no margins 217 x 133	1 290,00
1/2 vertical	with margins 90,5 x 250 no margins 107,5 x 280	1 290,00
1/4	horizontal 185 x 59 vertical 90,5 x 123	890,00
1/8	90,5 x 59	498,00
back page	217 x 245	1 685,00

5 mm bleeds must be included on all edges of an ad.

Membership magazine of Finnish Aeronautical Association.
Advertising rates free from VAT.
Repeat discount -15 %
Three or more repeats -20 %.
The prices are for digital ready-to-print materials (PDF).
Supplements as agreed.
Terms of payment: 14 days net after the publication date.
Penalty interest 11.5 %.



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CALENDAR

ISSUE	BOOKING DEADLINE	MATERIAL DUE DATE	DATE OF PUBLICATION
1/2027	15.1.2027	22.1.2027	12.2.2027
2/2027	12.3.2027	19.3.2027	9.4.2027
3/2027	30.4.2027	7.5.2027	28.5.2027
4/2027	30.7.2027	6.8.2027	27.8.2027
5/2027	24.9.2027	1.10.2027	22.10.2027
6/2027	19.11.2027	26.11.2027	17.12.2027

Publication orders to be delivered by the last reservation date. The editorial staff reserves the right to make changes.

MATERIAL REQUIREMENTS

PDF material

- The material must be sent as a single PDF file including all elements of the advertisement (images, graphics, fonts).
- Images must be in CMYK with a resolution of 300 dpi.
- Upload material at teemu@hank.fi.

CONDITIONS

The periodical reserves the right to decline to publish the advertisement. The client is responsible for ensuring that the publishing of the material submitted to the periodical does not infringe any copyrights and that the advertisement abides by laws and regulations. The term of payment is 10 days net and the penalty interest 11,5%.

PAYMENT TO

Illmailuliitto

AD MANUFACTURING SERVICE

We can manufacture your advertorial based on the text and image materials received from you.

Ad manufacturing rates are 98€ / hour (VAT 0%)
Minimum charge 1/2 hour.

Contact person: Kirsi Seppälä
tel. +358 44 703 4155
e-mail: kirsi.seppala@ilmailuliitto.fi

CANCELLATION OF ADVERTISEMENTS

Any cancellations must be made in writing at the latest by the last booking day of advertisements for that particular issue. The last booking day is marked on the media card. Cancellations made after this date will be charged in full.

CLAIMS IN WRITING

14 days after the publication of the issue. The magazine's liability for mistakes is limited to the priceof the advertisement at the most.

KONEMARKKINAT SECTION

The Konemarkkinat section offers Finland's most popular marketplace for selling, buying and trading aircraft and aviation equipment. The advertisement price is €30 for FAA members and member associations (as a member benefit) and €60 for other private persons. The prices include the publication of an image. The maximum number of characters is 200. Image requirements: width 60.5 mm, resolution 300 dpi. The advertisement materials must be sent in writing to sil@ilmailuliitto.fi. Proof of advance payment must be enclosed with the advertisement.

Payment recipient: Suomen Ilmailuliitto / ILMAILU
FI1380001500063335, BIC: DABAFIHH

Material deadlines for Konemarkkinat advertisements

Issue	Material Due Date
1/2027	23.1.2027
2/2027	20.3.2027
3/2027	8.5.2027
4/2027	7.8.2027
5/2027	2.10.2027
6/2027	27.11.2027

ABOUT THE MAGAZINE

The magazine is published by the Finnish Aeronautical Association (FAA). The association is a member and the official Finnish representative of the International Aeronautical Federation (FAI, Fédération Aéronautique Internationale). FAA is the national and central organization of sport aviation in Finland, promoting the development of the field by, for example, publishing bulletins and organising training.

Ilmailu is the member magazine of the Finnish Aeronautical Association. In addition to general aviation articles, the magazine provides information on topics such as special aviation activities and flight safety.