



Venemestari

A hands-on magazine for boaters

Venemestari is Finland's most versatile boating magazine. A practical guide for active boat owners, it reaches both motorboaters and sailors.

Each issue features test reports and sea trials, along with presentations of new boats, engines, and electronics. In addition to new products, Venemestari readers are interested in boat maintenance, upkeep, and repairs — every issue includes both DIY instructions and background articles on how to care for your boat and its components. Venemestari is actively read both in print and as a digital edition on our website.

Schedule

Issue	Pub.date	AD dl	Themes
1	28.1.	8.1.	Extensive preview of the Vene 26 Båt fair.
2	11.3.	19.2.	New gear and accessories for the season.
2B	1.4.	12.3.	Boat catalogue – all new boats sold in Finland.
3	22.4.	31.3.	Spring maintenance and launching.
4	20.5.	28.4.	Safe boating.
5	1.7.	11.6.	Comfort for the boating holiday.
6	12.8.	23.7.	Boat Show afloat – exhibition issue.
7	30.9.	10.9.	Autumn maintenance and winter storage.
8	18.11.	29.10.	Better by replacing – winter renovation project.

More info fokusmedia.fi/media/venemestari

FOKUS MEDIA

Fokus Media Finland Ltd, Hämeentie 135 A, 00560 Helsinki (The Business ID 3157774-2), fokusmedia.fi

Advertising sizes

Spread 434 x 280 mm	1/1 217 x 280 mm
Back cover 1/1 217 x 250 mm	1/2 vertical 106 x 280 mm
1/2 horizontal 217 x 138 mm	1/4 vertical 45 x 280 mm
1/4 horizontal 217 x 68 mm	1/4 corner 106 x 138 mm

Please note! 5 mm bleed will be added.

Rates 1.1.2026

Size	FC/€
Spread 2/1	3 750
Back cover 1/1	1 955
1/1 page	1 955
1/2 page	1 090
1/4 page	690

+ VAT 25,5 %

Advertisement sale

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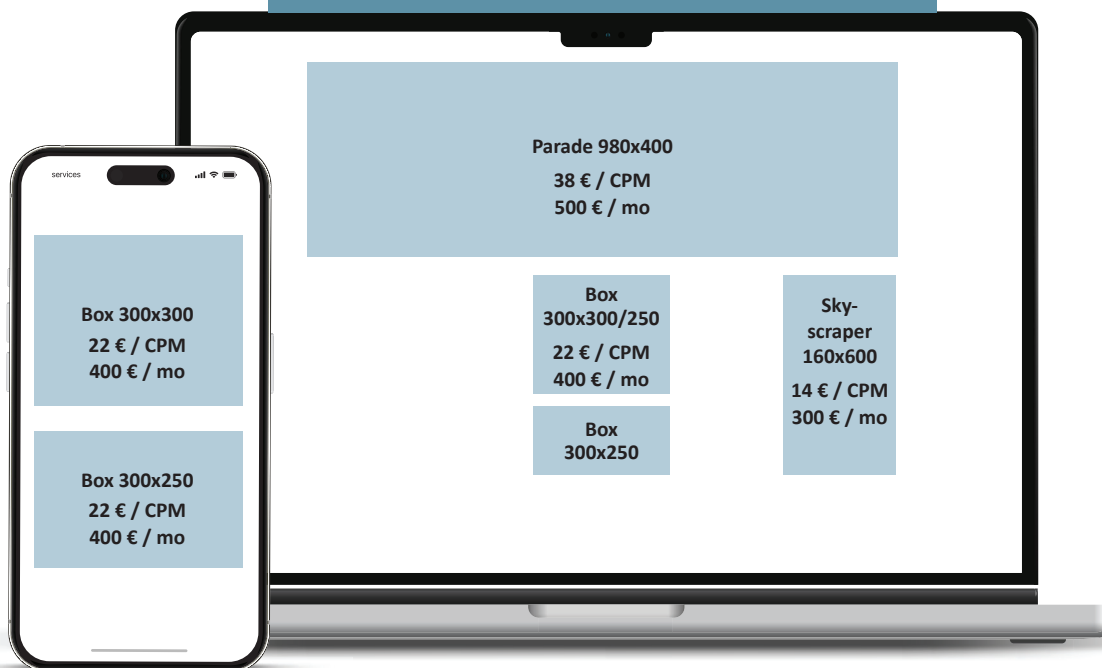
Printhouse: Poligrāfijas grupa Mūkusalā
Mūkusalas iela 15a
Rīga, LV-1004
Latvia

Venemestari

Unique users: 7 200

 3 300

Pageviews: 30 100



CONTENT MARKETING:

Production prices

Article online / print, max. 4000 marks	1 250 €
Video, from	1 250 €

Articles are created based on interviews we conduct and images provided by the client. Each article includes one round of approval. For video productions, we always provide a separate, detailed offer.

The client receives full ownership and usage rights for all produced materials across all channels.

Media prices

1/1 page advertorial, print	1 955 €
2/1 spread advertorial, print	3 750 €
Publication of a native article/video on Venemestari.fi + promotion in the newsletter and on social media	1 430 €
Video publication on Venemestari's YouTube channel	1 000 €

FOKUS WIDE:

Fokus Wide campaign includes advertising in Venemestari as well as on the magazine's website and/or contextually targeted digital advertising within the Fokus Network. The Fokus Network's ad inventory reaches nearly 100% of weekly internet users in Finland. Print advertising can be substituted with digital advertising and vice versa. For example, the digital advertising included in the M package can be exchanged for two full-page (1/1) print ads. In that case, the M package would include four full-page print ads and no digital advertising.

Package	Print	Views/ online	Price
S	1 x 1/1 page	100 000	2 190
M	2 x 1/1 page	200 000	3 990
L	3 x 1/1 page	300 000	5 390

Ota yhteyttä: mediamyynti@fokusmedia.fi
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