



# 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

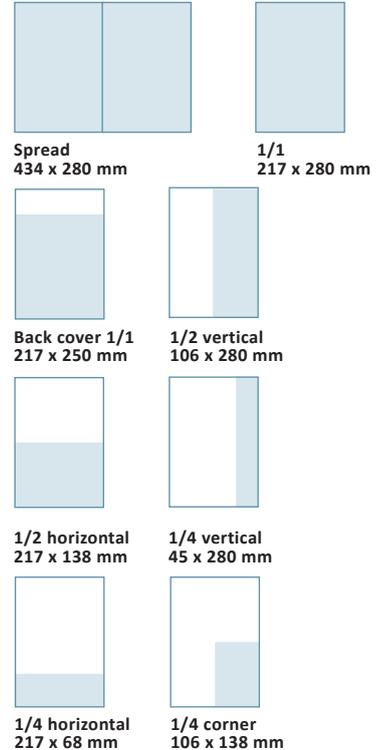
| Issue | Pub.date | AD dl  | Themes   |
|-------|----------|--------|--|
| 1     | 28.1.    | 8.1.   | Extensive preview of the Vene 26 Båt fair.             |
| 2     | 11.3.    | 19.2.  | New gear and accessories for the season.               |
| 2B    | 1.4.     | 12.3.  | <b>Boat catalogue</b> – 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](https://fokusmedia.fi/media/venemestari)

**FOKUS MEDIA**

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

## Advertising sizes



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

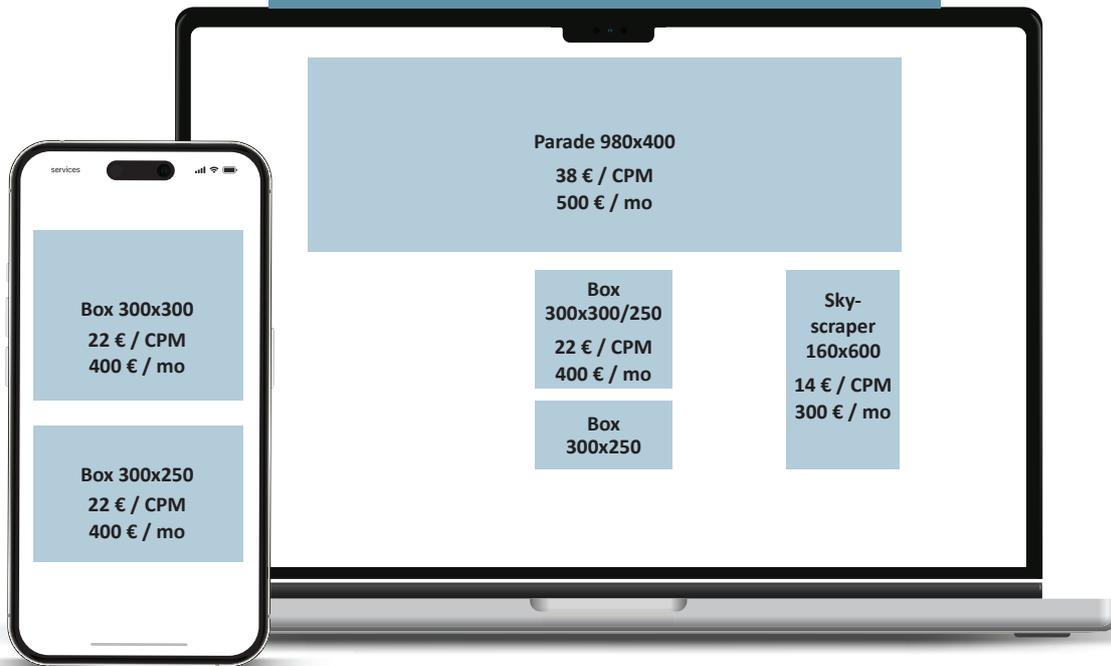
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Printhouse: Poligrāfijas grupa Mūkusalā  
Mūkusalas iela 15a  
Rīga, LV-1004  
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# Venemestari

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/<br>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 |

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