

Hevosurheilu

102ND YEAR OF PUBLICATION

MEDIAKITO
2026



A Finnish horse person's most important publication

Hevosurheilu magazine is a combination of over 100 years of experience and the attitude of a forerunner – and of course a profound expertise in the field of horses.

With print and digital media, you will reach the traditional horse racing enthusiasts. You will also reach our equestrians and riders through our new digital site ratsastus.hevosurheilu.fi

The reader of Hevosurheilu is an informed follower of the field and interested in today's product range.

The magazine comes out once a week on Wednesdays. The magazine is updated on our webpage daily.

Easy and versatile ad placement in the printed magazine as well as in digital platforms.

Hevosurheilu magazine is a great pastime but also a unique and thoroughly up-to-date source of information to all friends of horses and horse racing.

Total-
reachability
90 000
readers weekly!
(KMT 2025)



**Approx. 150 000 unique
monthly visitors**

Front cover

Panorama: front and back cover 528x42 mm 1150 €	Front cover 254x275 mm 3600 €	Front cover rectangle 254x42 mm 925 €	Back cover 254x365 mm 3200 €	Back cover rectangle 254x42 mm 425 €

Inside pages

Full page 1/1 254x365 mm 2850 €	Half page 1/2 254x180 mm 1750 €	1/4 vertical 147x180 mm 1090 € 1/3 vertical 95x365 mm 1520 €	1/8 147x88mm 610 € Bottom page rectangle 254x88 mm 825 €	1/20 43x88 mm 210 € 1/10 95x88 mm 420 € 1/6 vertical 95x180 mm 750 €

CIRCULATION AND READERSHIP

Total reachability 90 000 readers weekly!*)
KMT Research 2025

PUBLICATION

The magazine comes out once a week on Wednesdays, with few exceptions due to midweek holidays when the publishing date is either Tuesday or Thursday. The magazine is updated on our webpage daily.

THE BREEDING CATALOGUE 2026

The most important reading package of the horse breeding season. The great breeding catalogue will come out in February 2026.

SOCIAL MEDIA

Social media reaches approximately 180 000 unique visitors every year.

THEME ISSUES

21.1.2026	Education
11.3.2026	3 yo standardbred trotting horses
22.4.2026	Breeding
20.5.2026	Motorized vehicles
10.6.2026	Summer races
29.7.2026	The Kuninkuusravit championship
5.8.2026	The Ruunakunkkarit championship
16.9.2026	Feeding & Construction
25.11.2026	Christmas presents
16.12.2026	Christmas greetings

ADVERTISEMENT RATES DIGITAL MEDIA

Banners	webpage / mobile	price	displays
1	980x400 / 300x300	750 € 1300 € 1900 €	50 000 / approx. 1 week 100 000 / approx. 2 weeks 200 000 / approx. 4 weeks
2	468x400 / 300x300	550 € 950 € 1350 €	50 000 / approx. 1 week 100 000 / approx. 2 weeks 200 000 / approx. 4 weeks
3	160x600 / 300x300	550 € 950 € 1350 €	50 000 / approx. 1 week 100 000 / approx. 2 weeks 200 000 / approx. 4 weeks

Also many-sided and imposed Rich media formats available. Please ask more details for your contact person.

Banner material must be delivered five (5) days prior to the wanted starting date by email to huilmoitukset@hevosurheilu.fi

Digipaper advertising 295 €/week

Newsletter package 990 €

- Ad placement with a logo in Hevosurheilu newsletter, a newsletter is sent by email to every Hevosurheilu newsletter subscriber.
The package also includes 50 000 banner displays on hevosurheilu.fi webpage and in mobile.

Content package 2900 €

- Commercial content article Hevosurheilu.fi
- Highlight in the Hevosurheilu Facebook group, approx. 37 000 followers
- Native advertising in printed magazine, size 254x180 mm
- Banner advertising with 100 000 displays
- Digipaper advertising for one week



Do you need help with content production?

Ask us for more details!

The valid VAT is added to the prices.
Paper invoice billing surcharge
2,20 € (including VAT).



ADVERTISEMENT RATES DIGITAL MEDIA

NEW!

New! Our equestrians and riders own site will be found in ratsastus.hevosurheilu.fi
You can also book your advertisement only in this site if you only need to reach them without traditional horse racing enthusiasts.

Banners	webpage / mobile	price	displays
Grand Prix 1	980x400 / 300x300	750 € 1300 € 1900 €	50 000 / approx. 1 week 100 000 / approx. 2 weeks 200 000 / approx. 4 weeks
VIP Area 2	468x400 / 300x300	550 € 950 € 1350 €	50 000 / approx. 1 week 100 000 / approx. 2 weeks 200 000 / approx. 4 weeks
Sunny stand 3	160x600 / 300x300	550 € 950 € 1350 €	50 000 / approx. 1 week 100 000 / approx. 2 weeks 200 000 / approx. 4 weeks

Also many-sided and imposed Rich media formats available. Please ask more details for your contact person.

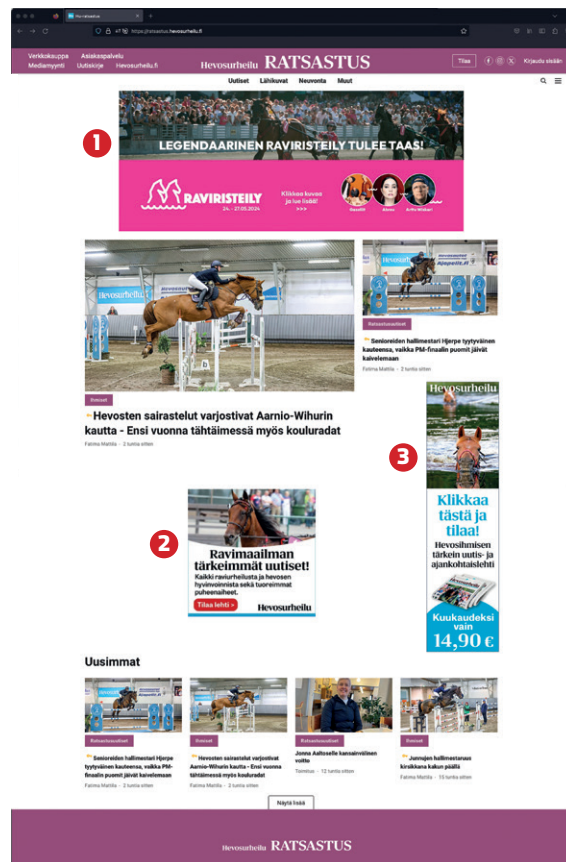
Banneriaineistojen toimitus viisi (5) vuorokautta ennen toivottua aloitusajankohtaa sähköpostilla huilmoitukset@hevosurheilu.fi

Newsletter package 790 €

- Ad placement with a logo in Hevosurheilu newsletter, a newsletter is sent by email to every Hevosurheilu newsletter subscriber.
 The package also includes 20 000 banner displays on hevosurheilu.fi webpage and in mobile.

Content package 1900 €

- Commercial content article Hevosurheilu.fi
- Highlight in the Hevosurheilu Facebook group, approx. 37 000 followers
- Native advertising in printed magazine, size 254x180 mm
- Banner advertising with 100 000 displays



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Hevosurheilu

MATERIAL INFO

The active field of horses creates demand also for quality products and service businesses. Hevosurheilu magazine and its digital media are the best way to reach all the active people of the horse field. They are people with mobility and purchasing power.

Hevosurheilu comes out once a week, always on Wednesdays with few exceptions due to midweek holidays.

PUBLISHER

Suomen Hevosurheilulehti Oy
Valjakotie 1, 00370 Helsinki
hevosurheilu@hevosurheilu.fi
VAT 0729907-6

Customer Service Tel. +358 20 760 5300
tilaukset@hevosurheilu.fi

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Chief Marketing Officer

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Editor-in-chief

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Hevosurheilu is a member of News Media Finland and DMA Finland (Data & Marketing Association of Finland).

MEDIA SALES

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Jussi Korkia-aho

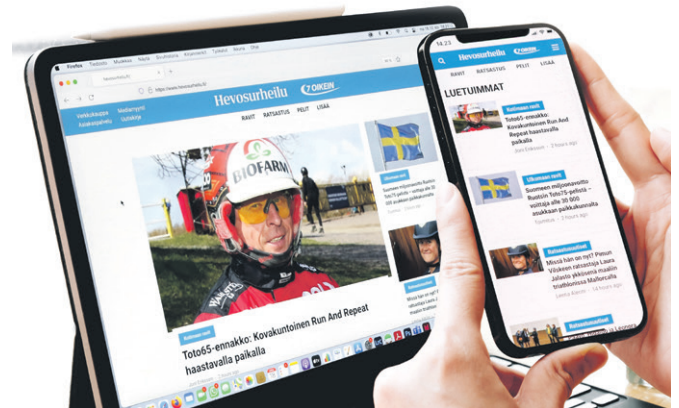
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PAYMENT DETAILS

Nordea FI52 2185 1800 0009 38
BIC NDEAFIHH

2
MEDIAKITO
2
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TECHNICAL INFO AND MATERIAL REQUIREMENTS

MATERIAL DELIVERY

huilmoitukset@hevosurheilu.fi

TECHNICAL INFO

Newsprint 42,5 brightness range of ISO-59
Pre-made pdf-file (Adobe InDesign/Illustrator)
Image resolution 220 dpi
Images in RGB-format
Graphics in CMYK format,
WAN-IFRANewspaper26v5

Printing:

Lehtisepät Oy, Varkaus

MATERIAL SCHEDULE

Pre-made material by **Monday 12 o'clock.**

Material requiring preparation by **Friday 12 o'clock.**

POLITICAL ADVERTISING

We comply with the EU regulation (Regulation (EU) 2024/900) on political advertising, which entered into force on 10 October 2025. For more information, please contact your media your media sales representative.

CANCELLATION

Publication of material that is delivered after the deadline cannot be guaranteed. If material is delivered after the deadline, + 20 % material will be charged. If the material is not delivered, the net price of the advertisement will be charged. Cancellations must be done according to the material schedule, not later than two (2) days before the publishing date at 12 o'clock. 50 % of the net price of the advertisement will be charged of cancellations made less than 2 days prior to the publication of the magazine.