

ILMAILU

The sky is always busy! That's why the ILMAILU magazine is published 10 times a year with each issue full of fascinating information about different aviation disciplines. During its 74-year-long history ILMAILU has established its position as the leading magazine of its kind in Finland. ILMAILU follows closely all aeronautical activities. It concentrates on sport aviation without forgetting, however, neither commercial nor military aviation.

Its readers are truly interested in flight. The members of FAA fly aircraft, jump out of them, build them and model them. On an average they have been doing these things for 12 years, so their commitment to their own air sport is strong. They are educated people. 18 % of FAA members have graduated from a university and 26 % have taken a degree at a polytechnic college. 66 % live in cities. Most of them own their apartments 15 % live in a block of flats and no less than 48 % live in a one-family house or a terraced house. On an average FAA members have 1,3 children.



Sport aviators value their magazine. 81 % of FAA members find the ILMAILU either very good or fairly good. Indeed, 71 % of them keep all issues and 19 % keep those issues that they consider interesting. One issue is read on an average by 1,4 persons.

THE PUBLISHER

■ The ILMAILU magazine is published by the Finnish Aeronautical Association (FAA), which is the national and central organization of sport aviation in Finland. FAA is a member of Fédération Aéronautique Internationale (FAI), an international air sports organization, and it is FAI's official representative in Finland.

FAA promotes all different aspects of Finnish civil and sport aviation. Special attention is paid to the importance of young people in the future of aviation. To achieve its goals FAA pursues a policy of training, instruction and publishing.

FAA acts as the national and central organization of Finnish sport aviation. Its sphere of activity includes ten different air sport disciplines powered flying, gliding, experimental flying, ultralight flying, hang gliding, paragliding, parachuting, ballooning, ascending parachutes and aeromodelling. FAA organizes national and international competitions and also sends teams abroad.

FAA strives to take care of the information needs of sport aviators. The Finnish Sport Aviation Institute in Räyskälä organizes training and flying activities. In addition, FAA's SIL Shop sells model aircraft, aviation literature, maps, logbooks as well as other material pertaining to flying.

ILMAILU is the only general aviation magazine published monthly in Finnish. Therefore it aims to be the aviation newspaper of both professional and sport aviators. It

also acts as the organ of the Finnish aviation community and of FAA. Flight safety is enhanced through special articles.

ILMAILU is intended for all those interested in aviation. Firstly, ILMAILU is the general magazine of its field and secondly, it is the organization magazine of its publisher and a professional aviation magazine.

ILMAILU contains articles and news from all spheres of aviation including information about flight safety matters. Articles about military, commercial and recreational aviation are published. ILMAILU reports on competitions and provides information about FAA, activities for members and non-members alike.

The magazine is issued 10 times a year. Each issue contains 52–84 pages. The average proportion of advertisements in 2005 was 15 %. The regular sections include the editorial, news, FAA pages, sections for different air sports, causerie and popular marketing pages. There is also a comprehensive calendar of events, which lists important meetings, competitions and other activities each month.

The editorial staff consists of the editor-in-chief, the art director and the sub-editor. Contributors to ILMAILU provide feature articles and photographs.

The continuous annual subscription price (10 issues) is 48 euros in Finland. Additional postage is added to foreign subscriptions. Price for a single copy is 6,50 euros.

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CIRCULATION

On average 12 500 copies

TECHNICAL INFORMATION

Page size	210 mm x 297 mm (A4)
Printing area	186 mm x 269 mm
Printing colour	fully 4-colour
Column width/Gutter	43,35/4,2 mm
Number of columns	4
Margins	upper 16 mm, inside 11 mm down and outside 13 mm
Printing method	offset
Line frequency	70 lines/cm or 178 lines/inch
Printed at	Oy Scanweb Ab
Address	Korjalankatu 27, Kouvola (PL 116, Fin 45101 Kouvola)
Binding	stifted
Material requirements	normal offset-material, generally used file formats like InDesign (CS2, CS3), Quark, Illustrator, PDF etc. are OK
Colour	CMYK
Address for materials	tuotanto@ilmailu.fi

PUBLISHING SCHEDULE 2011

Issue	Published	Advertisement booking
1	13.1.	17.12.2009
2	17.2.	29.1.2010
3	24.3.	3.3.2010
4	28.4.	7.4.2010
5	3.6.	14.5.2010
6	7.7.	17.6.2010
7	15.9.	20.8.2010
8	13.10.	22.9.2010
9	17.11.	27.10.2010
10	15.12.	23.11.2010

ADVERTISING RATES

Prices 1.1.2011 (4-colour)

Size Prices in euros (VAT 0 %)

2/1	2 935,00
1/1	1 685,00
1/2	1 290,00
1/4	890,00
1/8	498,00

Same advertisement in two issues – 15 %,
three or more issues – 20 %.

ADVERTISEMENT SIZES

2/1	418 x 297 mm, total area/without margins
1/1	210 x 297 mm, total area/without margins
1/2	186 x 132 mm (horizontal) or 91 x 269 mm (vertical)
1/4	186 x 66 mm (horizontal) or 91 x 132 mm (vertical)
1/8	f.ex. 186 x 32 , 91 x 66 and 43 x 132 mm

Special position increase + 10 %.

ADVERTISEMENT PAYMENT

Receiver	Suomen Ilmailuliitto ry / ILMAILU-lehti
Bank	Sampo Helsinki
Account	800015-63335 Sampo Bank plc.
Address	Unioninkatu 22, 00075 Sampo, Finland IBAN: FI138000150

CANCELLATIONS

Latest one month before publishing date.
Afterwards sanction fee 20 % of price.



RECLAMATIONS

Written reclamations latest 14 days after publishing date. Publishers responsibility restricted the advertisement's netto price.

The Finnish media card is the official document of terms and conditions of advertising in ILMAILU.