

Kippari

A NEW ERA OF BOATING MEDIA

Starting from the beginning of 2025, Otavamedia's boating brands Kippari and Vene will merge. Kippari will offer boaters an even more diverse and comprehensive reading package, utilizing the best content from both Kippari and Vene. As Finland's largest boating brand, we can provide even more benefits and joy to our readers – whether they are new to boating or long-time enthusiasts. The new Kippari will reach 130 000 boaters monthly (Source: National Media Survey 2024, Kantar TNS Oy).

Kippari readers are passionate about boats and are also willing to invest money in their hobby. Readers are interested in everything related to boating, from sailing to technology, engines, and the electrification of boating. Kippari makes its readers boating experts. Kippari is published 12 times a year. **Kippari**lehti.fi expands the service to readers online, providing information on guest harbors, fuel distribution points, and current weather reports.

PRICES

SIZE	PRICE €
2/1	6 290
1/1	3 490
1/2	2 380
1/4	1 740
2. COVER	3 840
3. COVER	3 840
BACK COVER	3 840
1. SPREAD	6 910
2. SPREAD	6 910

We reserve the right to make changes.

Please ask for more information about measuring campaigns and solutions.

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TECHNICAL INFORMATION

ENQUIRIES, RESERVATIONS

yrityspalvelu@otavamedia.fi

MATERIALS

An email with material delivery instructions and link will be provided when making a reservation.

SUBMISSION OF ATTACHMENTS

Pia Mäkelä, tel. +358 40 5793005, PunaMusta Tampere, Kaapelikatu 1, 33330 Tampere

NUMBER OF ISSUES

12 issues per year

SIZE OF THE MAGAZINE

210 x 275

PRINTING METHOD

Offset

BINDING

Saddle stitching, issue 2 adhesive binding

REACH

130 000

TIMETABLE 2025

ISSUE	PUBL.DATE	RESERV	MATERIALS	SPECIAL THEME
1	8.1.	9.12.2024	12.12.2024	Major Renovation on the Boat in Winter, Comparison of boat heaters.
2	5.2.	14.1.	17.1.	New Boats at the Helsinki Boat Show.
3	12.3.	18.2.	21.2.	Power Sources for Boating: Gasoline or electricity? Including a pair comparison.
4	9.4.	18.3.	21.3.	Pair Comparison of Used Boats.
5	14.5.	17.4.	24.4.	Fishing Boats on Display.
6	11.6.	19.5.	22.5.	Guide to Cruising.
7	9.7.	16.6.	19.6.	Small Boats for Summer Cottages or Recreation.
8	13.8.	22.7.	25.7.	Results from the Helsinki Floating Boat Show Uiva.
9	10.9.	19.8.	22.8.	Current Boat Comparison.
10	8.10.	16.9.	19.9.	How to Navigate in Fog: Tips and equipment for poor visibility.
11	12.11.	21.10.	24.10.	Large Equipment Comparison in Collaboration with Vene.
12	10.12.	18.11.	21.11.	Small and Big Boat Dreams.

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