

# SPORTLAND magazine



## MAGAZINE

Sportland Magazine is a lifestyle and sports magazine with the widest circulation in Estonia Latvia & Lithuania. There is sports, educational and leisure reading on the themes of sports and active lifestyle in each issue, incl. interviews and profiles with well-known local and international athletes, advice stories for amateur athletes to tips for the semi-professional sportspeople, overviews and calendars of sports events.

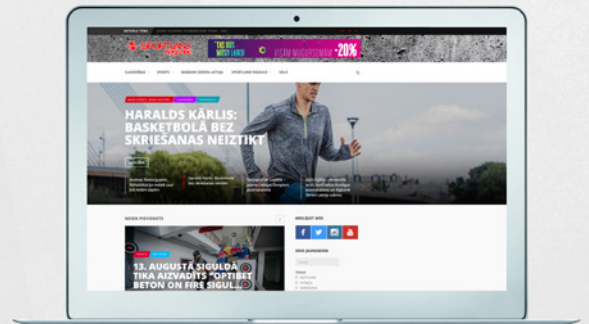
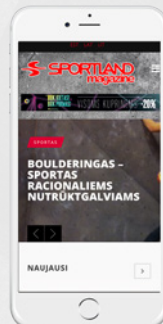
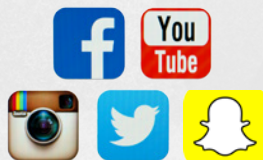
## MISSION

The magazine is promoting local sports, athletes and active lifestyle communities. It carries out the Sportland mission:

*“To make the lives of young people more interesting, better and emotional through our products and services”*

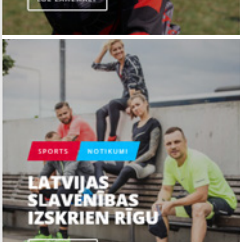
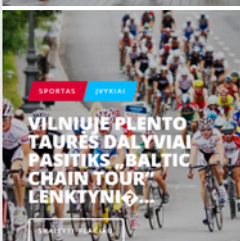
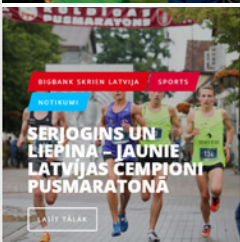
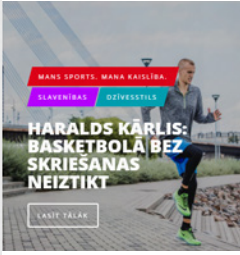
## PRINT & DIGITAL

The magazine is issued in print twice a year, April and November. The Digital Magazine is active and on-line updated continually.



## READER

Sportland Magazine is aimed at persons between the ages of 12-45 who lead active and sporty lifestyles. The magazine's reader is a person who is engaged in sports, appreciates the active lifestyle and good trends. The readers value quality in lifestyle and in technical sports gear and are actively involved in society.





## ADVANTAGES

Sportland is the only and largest chain of sporting & active life style goods in the Baltics, where an amateur as well as a professional athlete can get all products and inspiration for sports.

Sportland has over 250 000 active Loyal Customers across Baltic countries.

Advertising published in Sportland Magazine reaches young active people, who are above average informed consumer in respect of sport, pop-culture, as well as lifestyle goods and appreciates quality brands.

The magazine is distributed to the customers of Sportland and partners by direct mail through Sportland stores and therefore reaches more people than regular magazines. In addition the magazine is sold and distributed through general channels, public service and partnering companies. There are no risks in the form of display and unsold magazines. The readership is significantly wider than the No. of issues printed, on average the magazine is read by 4,5 persons per issue and on top of that the digital issue on average 20 000 readers per month in each countries.

## SPORTLAND MAGAZINE DIGITAL PACKAGES

The stores and social media networks of Sportland Group offer a good opportunity to use different content delivery channels.

Sportland Group has 53 stores in the Baltics. All stores are equipped with internal high quality screens. 1,350 000 people visit Sportland Stores monthly (600 000 in Estonia, 400 000 in Latvia and 350 000 in Lithuania).

Sportland's Facebook has 80 000 followers in Estonia (incl. Sportland Running, Sportland Football, Sportland Tennis), 47 000 in Latvia and 63 000 in Lithuania. Sportland Magazine's newsletter is actively sent out monthly. Sportland Loyal Customer Newsletter is issued once a week.

Sportland Magazine offers ideal marketing opportunities through digital and conventional channels to young and active target audience.

## STANDARD PACKAGES

**Sportland Baltic** package includes:

- One page in physical magazine
- A header banner or video advert on the SportlandMagazine.com (homepage banner 728 x 90 px)
- Post on Sportland Magazine FB with related article
- Story/ad boost on Sportland Baltic FB environment
- Post in the Loyal Customer newsletter

**Price for one month: € 2 000 \***

**SPO Estonia or Latvia or Lithuania** package includes:

- Banner or video advert on the homepage of SportlandMagazine.ee homepage
- Advertorial story in SportlandMagazine.com
- Story/ad boost on Sportland Baltic FB environment
- Post in the Loyal Customer newsletter
- A single post with a message in all of the FB environments of Sportland

**Price for one month: € 1 000 \***

## ADVERTISING PRICE LIST:

**Format:** 210 x 297 mm

**Volume:** 132–220 p

**Circulation:** 15 000 copies per country – 45 000 PAN-Baltic + Digital Magazine

**Distribution:** Sportland's customers, sports associations and federations, sports events, partnering sports clubs, all pubs/bars, spas and beauty salons, some petrol stations.

**Time of issue:** 2x per year (April and November)

<b>Inside cover</b>	(210x297+5 mm bleed)	<b>€ 1 500 *</b>
<b>Back cover</b>	(210x297+5 mm bleed)	<b>€ 2 000 *</b>
<b>Internal side</b>	(210x297+5 mm bleed)	<b>€ 1 000 *(per country)</b>
<b>1/2 page</b>	(210x148+5 mm bleed/ 105x297+5 mm bleed)	<b>€ 600 *</b>
<b>1/3 page</b>	(70x297+5mm bleed/ 210x99+5mm bleed)	<b>€ 350 *</b>
<b>Advertorial</b>		<b>€ 255 *</b>
<b>1/2 page</b>	(210x148+5 mm bleed/ 105x297+5 mm bleed)	<b>€ 600 *</b>

**VIP** package includes:

- Inside or back cover
- A header banner or video advert on the Sportland Magazine.com homepage (banner 728 x 90 px)
- Ad in Sportland Magazine FB
- Ad in Sportland Baltic FB environment
- Post in the Loyal Customer newsletter
- Story in Sportland Magazine and on digital screens in stores

**Price for one month: € 4 000 \***

**DIGITAL PACKAGE (EE/LV/LT)**

- A video clip on the screens of the stores of Sportland and SportlandMagazine.com
- Post in Sportland Magazine FB
- Boost digital screens in store
- **Period 1 month all countries: € 1 000 \* (one country € 500 \*)**
- **Length of clip: 10"–15"**
- **Number of showings per day: 100**

\* plus VAT

