

# MEDIA PACK FINN MASTERS MAGAZINE 2022

## International Finn Association



**The ninth FINN MASTERS MAGAZINE and YEARBOOK will be published by April 2022.**

The magazine is primarily funded through advertising.

Advertising is available both for commercial as well as general interests, such as non-sailing related companies, clubs, events and Finn Masters' own companies.

Back issues can be seen here [issuu.com/finn-class](http://issuu.com/finn-class).

- ~~~~ In-depth reports and regatta reviews
- ~~~~ Interviews with top Master sailors
- ~~~~ Results from Masters regattas
- ~~~~ Calendar of Masters events
- ~~~~ Yearbook section of past results and contacts
- ~~~~ Great photography
- ~~~~ Historical features
- ~~~~ Event previews and advance information
- ~~~~ Masters meetings and news

The 2022 issue will include reports from those events that took place in the 2022 season, previews for upcoming events, plus interviews with top Finn Masters and many other features.

The official magazine of the Finn World Masters is published annually at the start of the year and distributed free of charge to every Finn Master who has attended recent events as well as bulk copies to National Finn Associations. In addition, an extended e-version can be read online or downloaded.

### **Expected distribution\***

Print: 750-1250

Online: 4-5000 ([issuu.com/finn-class](http://issuu.com/finn-class))

### **Expected schedule and deadlines**

Copy: 31 February 2022

Adverts: 15 March 2022

Publication: 1 April 2022

To advertise, to pay by Paypal, to request an invoice, to send your artwork, or more for information please contact

[robertdeaves@yahoo.co.uk](mailto:robertdeaves@yahoo.co.uk)

We will try to meet any special position requests, but it depends on when the booking is made.

Book early for the best positions.

\* The FWM reserves the right to change this. The final print run and distribution will be commensurate with the revenue generated by advertising.

Finn Masters are encouraged to support this publication through advertising.

## ADVERTISING RATES AND TECHNICAL SPECIFICATIONS

### FORMAT

A4 portrait in size, saddle stitched. The expected size is 32-48 pages. Full colour throughout (CMYK). Paper: 100gsm silk.

### RATES

Position / size	Rate in GBP
Double page spread	GBP 400
Full page	GBP 275
Half page	GBP 175
Quarter page	GBP 100

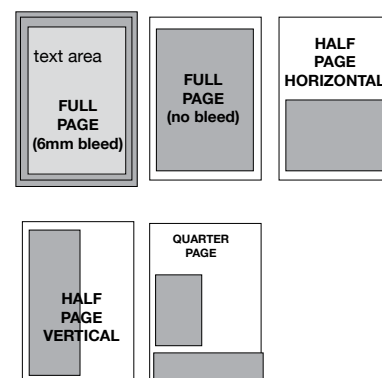
### ARTWORK

Supplied artwork is preferred, though a free, basic, design service is available for those who cannot supply complete adverts. Please supply logos, photos, text and a rough idea of what you want to say. Artwork should be supplied as a high resolution image, complete in every way. Files can be supplied as InDesign, PDF, TIFF or JPEG

### SIZE

Full page (bleed): trimmed area: 297 tall by 210 wide  
text area 272 mm tall by 185 mm wide  
bleed area: 309 mm tall by 222 mm wide

Full page (no bleed): 272 mm tall by 185 mm wide  
Half page horizontal: 125 mm tall by 185 mm wide  
Half page vertical: 272 mm tall by 85 mm wide  
Quarter page: 125 mm tall by 85 mm wide  
or 55 mm tall by 210 mm wide



### **All advertising and editorial queries to:**

Robert Deaves  
2 Exeter Road  
Ipswich  
IP3 8JL  
Tel: +44 (0)7932 047046  
Email: [robertdeaves@yahoo.co.uk](mailto:robertdeaves@yahoo.co.uk)  
[www.finnworldmasters.com](http://www.finnworldmasters.com)