

A focus group worth finding. Own media for each.



Media Kit 2010

Poker is here to stay.

The Finnish poker champions are among the best in the world. They are idols, in the same way as athletes. All media cover their wins, losses and undertakings. Pokeri-lehti, Poker Magazine and Card Player go behind the curtains to give deep insights to the Poker events. Our typical readers are young adults who have ambitious goals in their life.

Poker to them is not only a relaxing hobby, it is also a way to be connected in time and a way to make money. Lots of money.

These people are a focused group worth reaching out. Worth to know you, your company and your products. Through our magazines you will reach them easily, fast and convincingly.

Depending on your interests and preferences we can develop for you both off- and online based media solution that will help you to impress our demanding clients and what's most important – make profit.

*Sincerely
Timo Korppi
Publisher*

Facts

Our readers are well-to-do young men and they use lots of money for their hobbies.

74 % of our readers are men aged 18 to 34 years

89 % play poker regularly, several times a week

22 % have played poker for under a year

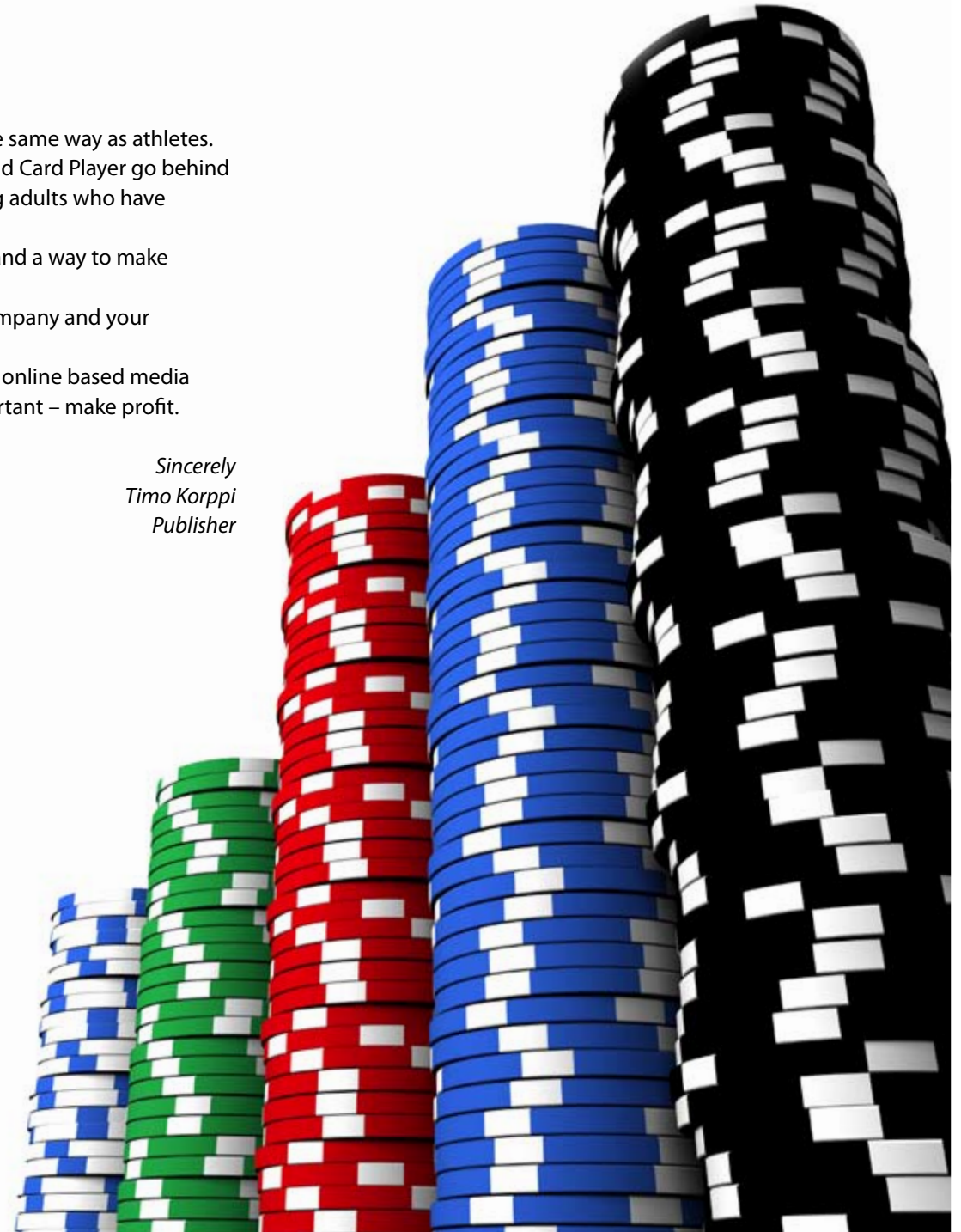
55 % for 1-3 years,

55 % for 3-5 years and

5 % for over 5 years

Our readers are passionate about poker and improving themselves as players. **91 %** of them use more than 1 hour per week to increase their know-how in poker.

Our readers especially value the expertise, diversity, topicality and locality of our publications.





Pokeri LEHTI

PLAY YOUR CARDS RIGHT!

Finland's first and best known poker publication reaches a substantial group of players, hungry for victory and success.



Pokeri LEHTI

PLAY YOUR CARDS RIGHT!

In 2009 there were already over 200.000 Finnish poker enthusiasts. For many of them Pokeri-lehti has been their first contact into the secrets of the game and currently Pokeri-lehti is circulatory the biggest poker-related magazine in Finland. Our focus group includes both players familiarizing themselves with the game as well as the ones that have already played for a while. Our readers are mostly men between the ages of 18 and 44.

The magazine is read in metropolitan, urban areas as well as in smaller cities around the country.

www.pokerilehti.fi

MEDIA SALES

Timo Korppi
+358 400 443468
tk@cardplayer.fi



THEMES IN 2010

Finnish top players
Domestic and international poker event reports
Gaming equipment from hardware to poker tools and data/internet security
Game strategies from the top stars of poker

ADVERTISING PRICES & SIZES

Pokeri

DPS 420 x 297 mm	4 900 €
Single page 210 x 297 mm	3 500 €
1/2 page 100 x 297 mm Horizontal	2 200 €
1/2 page 210 x 145,5 mm Vertical	2 200 €

Local VAT will be added in domestic invoicing.
Inserts, special editions etc. possible.
Authorized advertising agencies:
15% commission from list price.
Average net sales (inclusive subscribers) 11.000 ex.
All returns re-circulated in PR events, bonus issues etc.
Published bi-monthly.

PUBLISHING SCHEDULE 2009

- No. 1/10 (February 4th)
- No. 2/10 (March 25th)
- No. 3/10 (June 3rd)
- No. 4/10 (August 19th)
- No. 5/10 (October 7th)
- No. 6/10 (November 25th)

Creative deadline is 4 weeks before the publishing date of each magazine.

ADVERTISING TRAFFIC

Reservations:
tk@cardplayer.fi
Creatives to: ilmoitukset@pokerilehti.fi
Special: all creatives should be ready pdf files.
ADD BLEEDS 3-5 mm

A man with dark hair, wearing a light blue button-down shirt and blue jeans, is sitting at a white table with a laptop. He is looking at the laptop screen. Several playing cards are floating in the air around him, including the King of Hearts, Queen of Spades, Ace of Spades, Ace of Hearts, Ace of Clubs, Ace of Diamonds, and various other cards. The background is a plain, light-colored wall.

STYLE UP YOUR GAME!

Poker Magazine combines style and skill for readers who value quality above all.

Poker Magazine readers value their free time and focus their attention to dressing, travelling and hobbies.

POKER[♠]

MAGAZINE

POKER[♠]

MAGAZINE

STYLE UP YOUR GAME!

In poker the chips are the money. Poker players are used to using their chips outside the table too, and they are willing to bet in style.

Poker Magazine combines skill and style into an eloquent ensemble.

The pages of Poker Magazine introduce you to the leading poker personalities in the world, visit their homes and favourite casinos and travel to exotic gaming facilities.

This ensemble pleases our readers because 94% of the readers think that Poker Magazine is either a good or an excellent magazine.



THEMES IN 2010

The brightest stars in poker

Fabulous casino reviews

World Series of Poker

Tough analysis on game and style

www.pokermagazine.fi

MEDIA SALES

Timo Korppi
+358 400 443468
tk@cardplayer.fi

ADVERTISING PRICES & SIZES

Poker Magazine

DPS 450 x 297 mm	4 900 €
Single page 225 x 297 mm	3 500 €
1/2 page 109,5 x 297 mm Horizontal	2 200 €
1/2 page 225 x 145,5 mm Vertical	2 200 €

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No. 1/10 (January 14th)

No. 2/10 (March 4th)

No. 3/10 (May 11th)

No. 4/10 (July 8th)

No. 5/10 (September 9th)

No. 6/10 (October 28th)

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ADVERTISING TRAFFIC

Reservations:

info@pokermagazine.fi or
tk@cardplayer.fi

Creatives to: ad@pokermagazine.fi

Special: all creatives should be
ready pdf files.

ADD BLEEDS 3-5 mm



Card Player ^{SUOMI}.fi

BE A PRO!

Card Player Finland is published for players who want to take their poker hobby to the next level, all the way to being a poker professional.



BE A PRO!

Card Player Finland is the Finnish language version of the biggest poker publication in the world, the US Card Player Magazine. The contributors are among the best poker professionals in the world.

85% of our customers read the magazine from cover to cover and describe the magazine's articles and general appearance as interesting. They also value the expertise of Card Player.

We publish localized Card Player magazines in several countries: Finland, Spain, Estonia, Bulgaria, Romania, Slovenia, Croatia, Hungary, Greece, Netherlands, Czech Republic and South Africa.

www.cardplayer.fi

MEDIA SALES **Timo Korppi**
+358-500-443468
tk@cardplayer.fi



THEMES IN 2010

- Game tactics for amateurs and professionals
- Introductions to uprising poker variations
- Tips to advanced games
- Pot limit Omaha

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