

Two magazines – One game

Poker is here to stay.

In Finland the number of poker players has 100-folded in just 5 years. In a country of 5 million people, quarter million active players is a lot and already 93 per cent of them play for money.

There seems to be no end in sight to this phenomenal growth. Every TV channel runs poker related shows, from Finland and abroad. Finnish poker stars have become celebrities and regular cover boys in a variety of entertainment magazines.

Our two poker publications help you to integrate this boom into your marketing strategy.

Our publications are sold in over 3000 newsstands all over Finland. Each sold issue is read by over 5 individuals, all thrilled by poker and its career potential for the best.

Meet and adress quality customers when they are having quality time – with poker.

Customer survey you just cannot pass

READER PROFILE

Poker Magazine & Pokeri (Card Player Finland)

X Our readers are predominantly males, age between 18-39 years.

X Most players are between 25–34 years of age.

X 93 per cent of them play poker for money.

X Their socio-economic status is well above average.

X The average number of poker sites they play at is three.

X Over 85 per cent of them read each issue thoroughly and recognize each advert.

X Among most appreciated material are poker company reviews, strategy & analyze content and various player profiles.

X 50 per cent of our customers play poker every day. They are interested in new sites, special offers and challenging tournaments.

X 49 per cent of our customers have played poker one year or less.

X Most of our readers are active and enthusiastic amateurs, trying hard to improve their skills and become winning players.

X While playing their way to the top, many of them like to live, dress, dine & wine like they were stars already.

(Excerpts from the reader profile survey, by Fosta Consulting, February 2007)

WE ARE WELL KNOWN & APPRECIATED

85% of our customers read virtually every page of our poker publications, also adverts.

IT'S ALL ABOUT MONEY

93% of our customers play poker for money. And the number is growing.

FINNISH LANGUAGE A STRONG PREFERENCE

92% of our customers prefer to read their poker content in Finnish. 45% of them know e.g. our licensor Card Player from USA, but so far only 18% have acquainted themselves with it. When our customers are able to choose, they choose a Finnish poker publication.

INFORMATION IS VALUABLE

The most popular content among our customers are poker company reviews and strategy & analyze articles. They wish to know everything about the poker companies prior making decisions where and how they play.

Your own activities are crucial - it's your call to provide all information concerning your firm.

REGULAR PASTIME

50% of our customers play poker on daily basis. 34% of them play poker several times each week. Playing poker is their regular pastime.

FAITHFUL PLAYERS

Our customers use on average 3 poker sites. They are nevertheless eager and willing to check new sites whenever possible. A good and solid customer service guarantees a long client relationship, but campaigns and special offers inspire them to sidestep to check new venues. A new long relationship is always possible.

IT'S ALL ABOUT ENTERTAINMENT

Don't we all wish to be heroes of our own life? If that makes us millionaires, it certainly does not hurt. Yet, 44% of our customers play poker mainly for fun. However, 37% of them play to increase their wealth and ability to consume.

Pokeri LEHTI

Pokeri aka Card Player Finland is a very modern media with a razor sharp focus. The content is highly interesting to poker aficionados, amateurs and pros alike. **Published in Finland by** Media Ace Ltd, since 2006.

Pokeri (Card Player Finland) publishing schedule 2008

No. 1/2008	February 13th
No. 2/2008	April 16th
No. 3/2008	June 11th
No. 4/2008	August 13th
No. 5/2008	October 8th
No. 6/2008	December 3rd

Advertising Prices & Sizes 4 available options

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

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.

www.pokerilehti.fi



Advertising traffic

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

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POKER[♠]

MAGAZINE

Poker Magazine is the hottest poker publication in Finland. In depth and visionary articles about poker and poker personalities entertain both professionals and future poker players. **Published in Finland by** NTS Communications Ltd, since april 2007.

Poker Magazine publishing schedule 2008

No. 1/2008	January 9th
No. 2/2008	March 12th
No. 3/2008	May 7th
No. 4/2008	July 2nd
No. 5/2008	September 10th
No. 6/2008	November 12th

Advertising Prices & Sizes 4 available options

DPS 450 x 297 mm	4 500 €
Single page 225 x 297 mm	3 200 €
1/2 page 109,5 x 297 mm horizontal	2 100 €
1/2 page 225 x 145,5 mm vertical	2 100 €

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.

www.pokermagazine.fi



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