# pelit

## *Know your game!*

**11 issues a year.**

*Pelit magazine takes a peek behind the scenes of game developing and comments on the game industry's status quo. Magazine's unique view entertains both newbies and oldies and offers something you can't find elsewhere: independent and uncompromising journalism about games. From retro games to novelties and online games to virtual aviation, we cover everything there is in the world of gaming.*

## Schedule 2017

| Issue | Publishing Date | Ad Deadline | Themes |
|---|---|---|---|
| 1 | 11.1. | 16.12.2016 | |
| 2 | 8.2. | 18.1. | The best games of 2016 |
| 3 | 15.3. | 22.2. | The 25th Anniversary Issue |
| 4 | 12.4. | 22.3. | |
| 5 | 10.5. | 19.4. | |
| 6–7 | 14.6. | 23.5. | |
| 8 | 9.8. | 19.7. | |
| 9 | 13.9. | 22.8. | |
| 10 | 11.10. | 20.9. | |
| 11 | 8.11. | 18.10. | The hottest new games of Christmas 2017 |
| 12 | 8.12. | 15.11. | |

**More information: fokusmedia.fi/Pelit**

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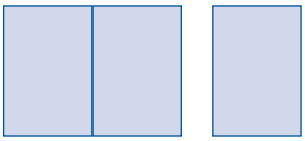
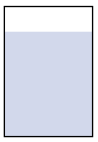
### Advertising Sizes

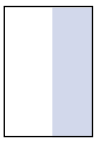


**Spread**
**460 x 297 mm**

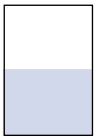
**1/1**
**230 x 297 mm**



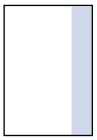
**Back cover 1/1**
**230 x 262 mm**



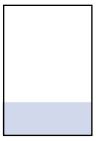
**1/2 vertical**
**112 x 297 mm**



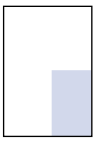
**1/2 horizontal**
**230 x 146 mm**



**1/4 vertical**
**60 x 297 mm**



**1/4 horizontal**
**230 x 74 mm**



**1/4 corner**
**112 x 146 mm**

## Rates 1.1.2017

| Size | FC/€ |
|---|---|
| 2/1 | 4 950 |
| Opening spread | 5 670 |
| 1/1 page | 3 300 |
| Back cover | 3 960 |
| 2nd/3rd cover | 3 650 |
| 1/2 page | 2 270 |
| 1/4 page | 1 800 |

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