The International Finn Association offers a range of marketing opportunities to reach Finn sailors worldwide.

- **FINNFARE** - the official magazine of the international Finn class association with a distribution of around 2,800 copies in 100 countries. There is additional exposure through online page-turning editions

- **www.finnclass.org** - our worldwide web portal with more than 1 million page views each year

- **Email marketing** - each year the class sends more than 50 targeted email campaigns totalling more than 100,000 emails.

More details on each of these products can be found on the following pages.

**Packages:**

For those wishing to advertise in more than one of these products the following discounts apply:

<table>
<thead>
<tr>
<th>Package</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three insertions (one year) in FINNFARE</td>
<td>10%</td>
</tr>
<tr>
<td>Three insertions (one year) in FINNFARE One year of adverts on <a href="http://www.finnclass.org">www.finnclass.org</a></td>
<td>15%</td>
</tr>
<tr>
<td>Discount off any email campaign when added to one of the above packages.</td>
<td>25%</td>
</tr>
</tbody>
</table>

Advertise your products and services to the Finn market through both print and online publications.

- **FINNFARE**
- **www.finnclass.org**
- **Email marketing**

Various package discounts apply to yearly bookings of one or more products.

All advertising and editorial queries to:

Robert Deaves  
2 Exeter Road  
Ipswich  
IP3 8JL  
Tel: +44 (0)7932 047046  
Email: robertdeaves@yahoo.co.uk  
Class website: www.finnclass.org
FINNFARE is the official magazine of the International Finn Association. It is published three times (roughly April, July and November) each year and distributed to National Finn Associations as well as interested parties connected to the Finn Class around the world.

Current print distribution is approximately 2,800. Online readership more than 3,000 per issue per year.

Copy dates 2016:
- March issue: 26 February
- July issue: 3 June
- November issue: 5 September

All advertising and editorial queries to:
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Tel: +44 (0)7932 047046
Email: robertdeaves@yahoo.co.uk
Class website: www.finnclass.org

FINNFARE has been published by the International Finn Association since 1961. Since then more than 140 editions have kept Finn sailors in more than 60 countries informed on news and opinions in the Finn world.

FINNFARE is also freely available as a page turning e-version on http://issuu.com/finn-class

Average readership is about 1,500 unique views per issue per year

In-depth reports and regatta reviews
Interviews with top Finn sailors
Latest news and reviews
Results from all the major regattas
Calendar of events
Technical and rules news
Class developments
Finn sailing from across the world
Stunning photography
Historical features

FINNFARE is A4 portrait in size, saddle stitched.
The usual size is 32 pages.
Cover and text: full colour (CMYK)
Paper: 100gsm silk

**FORMAT**

FINNFARE is A4 portrait in size, saddle stitched.
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**RATES**

<table>
<thead>
<tr>
<th>Position / size</th>
<th>Rate in Euros</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page spread</td>
<td>EUR 850</td>
</tr>
<tr>
<td>Full page</td>
<td>EUR 550</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>EUR 325</td>
</tr>
<tr>
<td>Half page vertical</td>
<td>EUR 325</td>
</tr>
<tr>
<td>Quarter page</td>
<td>EUR 200</td>
</tr>
<tr>
<td>Eighth page horizontal</td>
<td>EUR 75</td>
</tr>
<tr>
<td>Eighth page vertical</td>
<td>EUR 75</td>
</tr>
</tbody>
</table>

**Special position requests**

(Add to above rates)
- Inside front cover: +10 %
- Back cover: +10 %
- Inside back cover: +10 %

All special positions will be reserved on a first come, first served arrangement, though priority will be given to full page adverts in special positions.
Other special positions by prior arrangement.
10 per cent discount for three insertions booked together (one year)

**ARTWORK**

Supplied artwork is preferred, though a free 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. Bleed only available on full page adverts.

**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
- Eighth page vertical: 60 mm tall by 85 mm wide
- Eighth page horizontal: 30 mm tall by 185 mm wide
**ADVERTISING RATES AND TECHNICAL SPECIFICATIONS**

**RATES**
All rates cover a six month period

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate in Euros</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header position</td>
<td>EUR 100</td>
</tr>
<tr>
<td>Left banner</td>
<td>EUR 200</td>
</tr>
<tr>
<td>Right banner</td>
<td>EUR 150</td>
</tr>
<tr>
<td>Special positions on requested pages</td>
<td>EUR 100</td>
</tr>
</tbody>
</table>

**POSITION**
All banner adverts on the home page will be placed in a random order, and may be changed monthly.

**ARTWORK**
Supplied artwork is preferred, though a limited free 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 ideally be supplied as a 72 dpi RGB jpeg image in the correct pixel dimensions.
Please also supply the URL to be opened when clicking on the banner or button

**TERMS**
Bookings run for six month period from advert first going live online.
Invoices may be issued within seven days of advert going live.
Payment is due within 30 days of invoice.
Bookings will be strictly on a first-come, first-served basis.
Advert placement in certain zones may be restricted.
If a zone is fully booked an alternative will be offered.
Incorrectly sized banners maybe resized without prior notice.
IFA reserves the right to refuse to publish any advertisement.
These terms may be changed as the website and associated services are developed.
Participating advertisers will be notified accordingly.

**SIZE**
Header banner: 300 pixels wide by 100 pixels high
Right banner: 320 pixels wide by 100 pixels high
Left banner: 180 pixels wide by 150 pixels high

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**INCLUDED ON THE WEBSITE ARE:**

- Current news and regatta reports
- Links to major regatta websites
- Back issues, catalogue and downloads of FINNFARE magazine
- Complete historical records for all major championships
- Finn class news and personnel
- Links to suppliers and manufacturers
- Downloads for artwork and rules
- Photo galleries
- Calendar of major regattas
- Contact listings for International Association and National Finn secretaries
- Information and downloads for development programme
- Interesting articles and features

www.finnenclass.org is the website for the International Finn Association and contains comprehensive information on Finn events past and present, as well as acting as a portal for Finn sailors worldwide to find and seek information on the Finn class. For many new sailors it is the first port of call to finding more about the Finn.

Page views in 2014: 1 million*

More than 93,000 unique visitors from 140 countries

**Advert placement from EUR 100**

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**ARTWORK**

- Supplied artwork is preferred, though a limited free 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.
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*Awstats rating indicates a visit rate of more than 1 million" page views per year. Significant peaks (up to 6,000 page views per day) take place during major regattas. During the period of the Olympic regatta in 2012 the site received more than 25,000 unique visitors and more than 94,000 page views.*
Direct marketing using advertising in Finn Focus email campaigns

Each year the Finn class distributes email updates for virtually every day of all major Cup events, SWC, Europeans, Gold Cup, Silver Cup and, in Olympic Years, the Olympics. Finn class will also issues various press releases throughout the year with news, interviews and other items of interest to sailors and supporters of the class. This amounts to more than 50 direct email campaigns each year.

You can now use this growing medium to target advertising direct to interested parties. The list has more than 1,900 subscribers, so each year there are approximately 100,000 emails sent - many of which go to active Finn sailors. The list is growing all the time both through a subscription service on the class website www.finnclass.org (and in the emails sent) as well as through direct input.

• 1,950 subscribers*
• 100,000 emails/year
• Direct marketing
• Ad placement from EUR 10
• at at 1.1.2015

**ARTWORK**
Supplied artwork is preferred, though a limited free 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 ideally be supplied as a 72 dpi RGB jpeg image in the correct pixel dimensions.
Please also supply the URL to be opened when clicking on the banner or button

**RATES**

- Banners: (two top and three bottom positions available)
  - One banner on one email: EUR 10/email
  - One event campaign (i.e. FGC, Silver Cup) - about 8-14 releases: EUR 80
  - All press releases (50-60 releases from Jan-Dec, charged pro-rata*): EUR 450
  - Prices are reduced by 25% if combined with FINNFARE or website advertising

**TERMS**

- Bookings run for the specified event(s) or until December 31*.
- Yearly bookings get priority over event or individual bookings.
- Invoices may be issued within seven days of advert going live.
- Payment is due within 30 days of invoice.
- Bookings will be strictly on a first-come, first-served basis.
- Advert placement in certain zones maybe be restricted.
- IFA aims to issue press releases on every day of every major event as above, but advertisers should be aware that exceptional circumstances may limit this. If a zone is fully booked an alternative will be offered.
- Incorrectly sized banners may be resized without prior notice.
- IFA reserves the right to refuse to publish any advertisement.
- These terms may be changed as the website and associated services are developed. Participating advertisers will be notified accordingly.

**SIZE**

- Banner: 600 pixels wide by 100 pixels high
- Banner: 600 pixels wide by 75 pixels high