

# PEATLANDS

## International

### Media Kit 2016

#### Media Description

Peatlands International is the global magazine of the International Peatland Society. It is read at companies in the horticultural and energy sector, universities, research institutes, scientific organisations and other institutions as well as by private persons interested in peat and peatlands in more than 43 countries of the world.

#### Distribution

By email to all IPS members, as PDF, on a blog, e-paper and as online magazine:

1400 members ->  
2,000 - 3,000 readers  
Pages: 32-40

**Frequency: 4 issues / year,  
March / June / Sept / Dec**

**Deadlines: 28 February, 30 May,  
30 August and 30 November**



International Peatland Society

#### Advertisement sizes and prices per issue

Size A, full page A4, colour  
portrait 210 x 297 mm  
500 €

Size B, half page A5, colour  
landscape 210 x 148 mm  
300 €

Size C, 108 x 128 mm  
colour 200 €

Size D, 108 x 64 mm  
colour 150 €

Size E, 51 x 64 mm  
colour 100 €

Size F, 51 x 32 mm, e.g. logo  
color 80 €

Size G, 51 x 32 mm, e.g. logo  
black+white 50 €

**5% discount for 6 month and  
10% discount for 12 month  
contracts**

**plus 10% for special page  
number reservations, back cover  
reserved.**

VAT 0%. IPS is not VAT registered,  
therefore no VAT can be added  
or deducted.

#### Technical details

Format: A 4, 210 x 297 mm  
+ 5 mm bleed, 4-colour  
Rastering: 300 dpi

Please submit your  
advertisement as PDF,  
jpg or InDesign file to  
susann.warnecke@  
peatlands.org.

#### Publisher

International Peatland Society  
Nisulankatu 78  
40100 Jyväskylä, Finland  
mobile: +358 40 418 4075  
email: ips@peatlands.org  
web: www.peatlands.org

#### Payments

We will send you an invoice  
with payment instructions by  
email or post.

You can pay by bank  
transfer (IBAN/BIC/SWIFT),  
PayPal, Visa and Master Card.  
No cheques, please.

Thank you very much for  
your booking!