

# Media kit 2025

Directors' Institute Finland (DIF) promotes and contributes to the development of good board work. DIF has 750 members, many of whom work as board members and CEOs in listed companies. Besides the DIF members, the Boardview Magazine is distributed to the board members of the largest Finnish companies as well as to several notable stakeholders. Also, DIF offers media and theme partnerships.



## Advertisement: Boardview Magazine

<b>Publisher</b>	Boardview Oy (a subsidiary owned 100% by Directors' Institute Finland)		
<b>Circulation</b>	2 500		
<b>Key topics &amp; publishing dates</b>	1/2025	Geopolitics Sustainable Future	11 June (Materials due 23 April)
	2/2025	Finland to the Rise Cornerstones of Good Board Work	10 December (Materials due 29 October)
<b>Material Format</b>	PDF file, resolution 300 dpi, cutting stock 5 mm in every direction. If using CMYK colors, please use FOGRA39 profile.		
<b>Advertising rates &amp; sizes</b>	1/1 page	3 400 € + VAT	198 x 270 mm
	1/2 page	1 980 € + VAT	100 x 270 mm
	2. ja 3. cover	3 900 € + VAT	198 x 270 mm
	Back cover	4 200 € + VAT	198 x 245 mm (top 25 mm is for postal markings)

## Banner: Website

<b>Description</b>	Banner is released in the website <a href="https://dif.fi">https://dif.fi</a> .	
<b>Size</b>	1130 x 140 px	
<b>Rate</b>	1 month	800 € + VAT
	3 months	1 800 € + VAT

## Media Partnership

<b>Description</b>	Full page advertisement + banner
<b>Rate</b>	15 % discount from total price of the ad and banner.

## Theme Partnership

### Benefits of Theme Partnership

- Specialist article to Boardview Magazine
- Article to DIF's partner blog
- Banner for 1 month
- An event for DIF members at the partner's own expense. DIF invites the members to the event
- Full page ad to Boardview Magazine with 25 % discount.

### Themes 2025

- Q1 Board and Geopolitics
- Q2 Board and Sustainable Future
- Q3 Board and Finland to the Rise
- Q4 Cornerstones of Good Board Work

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