

VIINI

Take
a look at
our media
family!

Media Kit 2018

VIINI MAGAZINE | VIINILEHTI.FI | NEWSLETTER "VIIKON VIINIVINKKI"
KUOHUVIINI | OLUELLE | WINE GUIDE "VIINISTÄ VIINIIN"

Delicious. Full-bodied. Authentic. Ready to be served!

VIINI MEDIA FAMILY AT YOUR SERVICE!

VIINI MAGAZINE

Classics never go out of style. Viini magazine was founded in 1989 and it still is the leading voice of wine, food and good living in Finland. Besides wine reviews it offers unique recipes and engaging travel stories. 9 issues per year.

Our frontpage. Your story.

Get the first attention of our readers with 1/2 page cover.



Our readers in numbers

83%

FIND ADVERTISING HELPFUL

61%

LIKES TO SPEND THE EXTRA MONEY TO TRAVELLING

74%

IS PLANNING TO DO AT LEAST ONE TRIP ABROAD THIS YEAR

49%

PREFERS QUALITY OVER QUANTITY

69%

IS INTERESTED IN COOKING AND BAKING

SOURCE: VIINI READERS' SURVEY



KUOHUVIINI - SPARKLING SPECIAL

Sparkling wine is not just a drink – it's a lifestyle.

Kuohuviini Champagne & Sparkling Wine Special focuses the very best things in life: food, travel and of course the glamour of champagne.

Out: 26.4.



OLUELLE - CRAFT BEER MAGAZINE

Craft beer scene is booming right now in Finland! Oluelle Craft Beer Magazine rates all the significant new beers and tells the best stories behind them. There is lots of food and travel as well. Enjoy!

Out: 24.5.



VIINISTÄ VIINIIN - THE WINE GUIDE

The 21th edition – over 600 000 book sold. “From Wine to Wine” is the ultimate buyer's guide to wine. It reviews all the wines sold in Finland and gives also practical knowledge of wines.

Out: 18.10.

No advertising material?

Take it easy. Our team will plan custom made material fast and in cost-effective way for the printed magazines as well for digital use. Let us help you to serve your message to our readers.

VIINI PUBLISHING SCHEDULE 2018

NO	OUT	THEMES	MATERIAL DL	BOOKING DL
1	Thu 8.2.	"Organic food and wine", Travel, Organic wines of the year	Fri 26.1.	Tue 23.1.
2	Thu 22.3.	"Cheese Please!", Easter menu (research issue)	Fri 9.3.	Tue 6.3.
3	Thu 26.4.	"Lovely springtime: recipes for picnic", Travel: Scandinavia & Baltics	Fri 13.4.	Tue 10.4.
Kuohuviini	Thu 26.4.	Special issue: Champagne & Sparkling Wine	Tue 10.4.	Thu 5.4.
4	Thu 24.5.	"The Perfect Summer Family Party", Rosé wine of the year	Fri 11.5.	Tue 8.5.
Oluelle	Thu 24.5.	Special issue: Craft Beer	Mon 7.5.	Thu 3.5.
5	Thu 21.6.	"Grill & Chill!" Bag-in-Boxes of the year	Fri 8.6.	Tue 5.6.
6	Thu 13.9.	"From Harvest to Table", travel, coffee	Fri 31.8.	Tue 28.8.
7	Thu 18.10.	"Eat Meat and Game!", Travel, Wine and Food 2018 event	Fri 5.10.	Tue 2.10.
8	Thu 15.11.	"The Best of the Season: Cheese, Chocolate, Coffee", Wines of the year	Fri 2.11.	Tue 30.10.
9	Thu 13.12.	"Happy Holidays (with a little help from us)", Sparkling wines	Thu 29.11.	Mon 26.11.

READERSHIP PROFILE

	VIINI READERS	POPULATION	HOUSEHOLD INCOME/YEAR	VIINI READERS	POPULATION
GENDER					
Women	50 %	51 %	Below 35 000 e/y	12 %	28 %
Men	50 %	49 %	35 001 - 75 000 e/y	42 %	41 %
AGE			75 001 - 100 000 e/y	24 %	10 %
18-24 years	4 %	9 %	Over 100 000 e/y	17 %	5 %
25-34 years	8 %	14 %	Didn't say	3 %	3 %
35-44 years	16 %	13 %	PLACE OF RESIDENCE		
45-64 years	50 %	31 %	Helsinki region	35 %	20 %
65+ years	21 %	25 %	Town of over 30 000 people	42 %	43 %
OCCUPATION			Town of less than 30 000 people	9 %	18 %
Senior managerial/	52 %	34 %	Rural area	12 %	20 %
Professional/Entrepreneur			TOTAL READERSHIP: 77 000		
Employee	6 %	12 %			
Pensioner	26 %	29 %			
Student	3 %	14 %			

SOURCE: MEDIA AUDIT FINLAND

ADVERTISING SIZES AND RATES

SIZE	PLACEMENT	ADVERTISEMENT SIZE MM	GROSS PRICE	GUARANTEED POSITION	
2/1 spread	in text	460 x 300 mm	9 750 €	2/1 opening spread	10 400 €
1/1 page	in text	230 x 300 mm	5 700 €	1/1 back cover (230x270mm)	7 900 €
1/2 page	horizontal	230 x 150 mm	3 900 €	1/1 2nd cover	6 700 €
1/2 page	vertical	109,5 x 300 mm	3 900 €	1/1 3rd cover	6 100 €
1/3 page	horizontal	230 x 100 mm	3 200 €	1/1 next to editorial	6 100 €
1/3 page	vertical	75 x 300 mm	3 200 €	1/1 next to table of contents	6 100 €
1/4 page		109,5 x 150 mm	2 100 €	1/1 new wines section	6 100 €
				1/1 next to "Cheeseboard" page	6 100 €

Custom made advertising: 1 000 € (1/1 pages), 1 500 € (2/1 spread) + normal rates.

ADVERTISING RESERVATIONS

Esko Rantala, +358 46 600 0443,
esko.rantala@viinilehti.fi
Tuija Rantala, +358 46 600 0442,
tuija.rantala@viinilehti.fi

VIINISTÄ VIINIIN WINE GUIDE

2/1 p 200 x 190 mm 5 900 €
1/1 p 100 x 190 mm 3 200 €
1/2 p 100 x 95 mm 1 750 €
Publishing date: 18.10.
Material dead line: 30.8.



INSERTS

Loose insert, glue-stripe insert, solid and bagged insert. Ask for an offer! Why not ask about other options too?
Esko Rantala, 046 600 0443,
esko.rantala@viinilehti.fi.

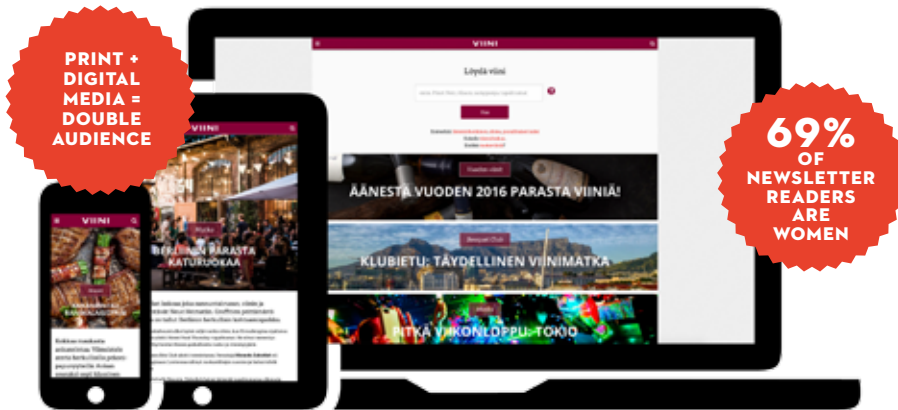
MATERIAL REQUIREMENTS

FILE FORMATS: High-resolution pdf files
INSIDE PAGES' COLOUR PROFILE:
CMYK, ISO Coated v2 300% (ECI)
COVER MATERIALS' COLOUR PROFILE:
CMYK ISO Coated v2 (ECI)
DELIVERY OF THE MATERIALS:
www.aikakausmedia.fi/ADS
or aineistot@viinilehti.fi

TECHNICAL DETAILS

SIZE OF THE MAGAZINE: 230 x 300 mm.
BINDING: Perfect bound
CUTTING MARGIN: 3 mm on all 4 sides
PRINTING METHOD: Offset
PAPER: Inside 90 g/m2 Gallerie Fine Silk, cover 200 g/m2 Gallerie Art Silk
PRINTING HOUSE: PunaMusta,
Kosti Aaltosen tie 9, FI-80141 Joensuu,
Finland. tel. +358 10 230 8400

Fizzy. Digital. In your pocket.



ASK ABOUT CUSTOM SOLUTIONS such as advertorial in a newsletter, partner's blog, competitions, dominance, wallpaper, interstitial and video advertising.

PLAN YOUR CAMPAIGN with our team and reach the maximum attention.

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esko.rantala@viinilehti.fi

Publisher: Viinilehti Oy,
Melkonkatu 24, FI-00210 Helsinki,
Finland, tel. +358 9 686 0410. Prices
given do not include value added tax.
Payment 14 days net. For authorized
media agents 30 days net.
TERMS OF SALE: WWW.VIINILEHTI.FI/
MEDIATIEDOT

VIINILEHTI.FI

Daily stories about wine and food. Popular wine search. 70 000 page hits and 30 000 unique visitors weekly.

NEWSLETTER

Viikon Viinivinkki Newsletter offers wine suggestion of the week with recipe. Over 125 000 subscribers.

SPECIAL NEWSLETTER

Reach the audience of our newsletter with a custom bulletin with your own message and layout!

Power pack: Viini Magazine + Viinilehti.fi + Newsletter

Only 19 % of the newsletter subscribers are subscribers of the magazine. Reach your target group widely with our power pack!

20 000

SOCIAL MEDIA FOLLOWERS

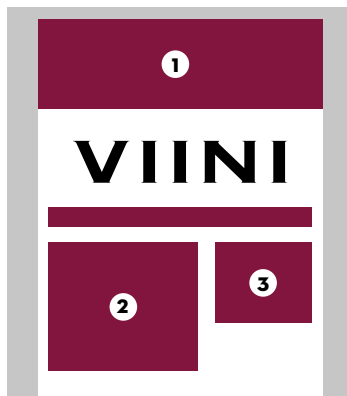


125 000

NEWSLETTER SUBSCRIBERS



ADVERTISING SIZES AND RATES FOR ONLINE MEDIA



FORMAT	SIZE	WEBSITE	NEWSLETTER
1. Giant panorama	980 x 400 px	3 100 €	3 900 €
2. Giant MPU	468 x 400 px	1 700 €	2 000 €
3. MPU	300 x 250 px	1 100 €	1 300 €
Other & native advertising	Ask for details		

Prices are per week / bulletin

MATERIALS: aineistot@viinilehti.fi. Delivery of the material 5 weekdays before campaign.

MATERIAL REQUIREMENTS: gif, jpg or png. Flash suits only for viinilehti.fi webpage

NEWSLETTER

THE MOST DELICIOUS NEWSLETTER OF FINLAND!

Open rates are considerably higher than industry average.

Amount of subscribers has doubled in two years.

Excellent for activating consumers. Immediate boost to you sales. The biggest wine-related newsletter in Finland.

READERSHIP PROFILE FOR ONLINE MEDIA

	WEBSITE	NEWSLETTER	POPUL.		WEBSITE	NEWSLETTER	POPUL.
GENDER				HOUSEHOLD INCOME/YEAR			
Women	67 %	69 %	51 %	Below 35 000 e/y	28 %	24 %	29 %
Men	33 %	31 %	49 %	35 001 - 75 000 e/y	45 %	47 %	40 %
AGE				75 001 - 100 000 e/y	18 %	19 %	12 %
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25-34 years	10 %	9 %	14 %	Didn't say	0 %	0 %	7 %
35-44 years	16 %	17 %	13 %	PLACE OF RESIDENCE			
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Employee	27 %	27 %	12 %				
Pensioner	21 %	20 %	29 %				
Student	4 %	2 %	15 %				

SOURCE: VIINI READERS' SURVEY
COVER PHOTO: SAMI PISKONEN