

MEDIA KIT 2017

# VIINI

**A LA CARTE**  
VIINI MAGAZINE,  
SPECIAL ISSUES  
& WINE GUIDE

**HOME-  
COOKED!**  
VIIKON  
VIINIVINKKI  
NEWSLETTER



**SLICE  
TO GO**  
VIINILEHTI.FI

**CHOOSE  
YOUR  
CHEESE  
CUSTOM  
SOLUTIONS**

*Enjoy!*

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

TAKE A LOOK AT OUR MEDIA FAMILY!

## 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. 89 000 dedicated readers.



### **Our frontpage. Your news.**

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: 27.4.



### **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: 26.5.



### **VIINISTÄ VIINIIN - THE WINE GUIDE**

The 20th 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: 19.10.

### **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 2017

NO	OUT	THEMES	MATERIAL DL	BOOKING DL
1	Thu 9.2.	"Cozy Coffee", Travel, easy cooking	Fri 27.1.	Wed 25.1.
2	Thu 23.3.	"Cheese Please!", Easter menu (research issue)	Fri 10.3.	Wed 8.3.
3	Thu 27.4.	"Fish of the Day", Travel: Scandinavia & Baltics	Wed 12.4.	Mon 10.4.
Kuohuviini	Thu 27.4.	Special issue: Champagne & Sparkling Wine	Fri 7.4.	Wen 5.4.
4	Fri 26.5.	"The Perfect Summer Family Party", Rosé wine of the year	Thu 11.5.	Tue 9.5.
Oluelle	Fri 26.5.	Special issue: Craft Beer	Mon 8.5.	Thu 4.5.
5	Thu 22.6.	"Grill & Chill!" Bag-in-Boxes of the year	Fri 9.6.	Wed 7.6.
6	Thu 14.9.	"From Harvest to Table", travel, coffee	Fri 1.9.	Wed 30.8.
7	Thu 19.10.	"Eat Meat!" Wine and Food 2017 event	Fri 6.10.	Wed 4.10.
8	Thu 16.11.	"The Very Best of the Season: Cheese, Chocolate, Coffee"	Fri 3.11.	Wed 1.11.
9	Thu 14.12.	"Happy Holidays (with a little help from us)", Sparkling wines, Wines of the year	Thu 30.11.	Tue 28.11.

## READERSHIP PROFILE

	VIINI READERS	POPULATION	HOUSEHOLD INCOME/YEAR	VIINI READERS	POPULATION
<b>GENDER</b>					
Women	52 %	51 %	Below 35 000 e/y	15 %	29 %
Men	48 %	49 %	35 001 - 75 000 e/y	39 %	40 %
<b>AGE</b>			75 001 - 100 000 e/y	24 %	12 %
18-24 years	4 %	10 %	Over 100 000 e/y	15 %	6 %
25-34 years	9 %	14 %	Didn't say	4 %	7 %
35-44 years	12 %	13 %	<b>PLACE OF RESIDENCE</b>		
45-64 years	42 %	31 %	Helsinki region	35 %	20 %
65+ years	30 %	25 %	Town of over 30 000 people	47 %	43 %
<b>OCCUPATION</b>			Town of less than 30 000 people	11 %	19 %
Senior managerial/	42 %	34 %	Rurual area	8 %	20 %
Professional/Entrepreneur			<b>TOTAL READERSHIP: 89 000</b>		
Employee	9 %	12 %			
Pensioner	36 %	29 %			
Student	7 %	15 %			

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	9 300 €	2/1 opening spread	9 900 €
1/1 page	in text	230 x 300 mm	5 400 €	1/1 back cover (230x270mm)	7 500 €
1/2 page	horizontal	230 x 150 mm	3 700 €	1/1 2nd cover	6 400 €
1/2 page	vertical	109,5 x 300 mm	3 700 €	1/1 3rd cover	5 800 €
1/3 page	horizontal	230 x 100 mm	3 100 €	1/1 next to editorial	5 800 €
1/3 page	vertical	75 x 300 mm	3 100 €	1/1 next to table of contents	5 800 €
1/4 page		109,5 x 150 mm	2 000 €	1/1 new wines cection	5 800 €
				1/1 next to "Cheeseboard" page	5 800 €

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: 19.10.  
Material dead line: 31.8.



### 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.

**CONTACT** Esko Rantala  
+358 46 600 0443  
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 20 000 unique visitors weekly.

## NEWSLETTER

Viikon Viinivinkki Newsletter offers wine suggestion of the week with recipe. Over 90 000 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!

## 15 000 +

SOCIAL MEDIA FOLLOWERS

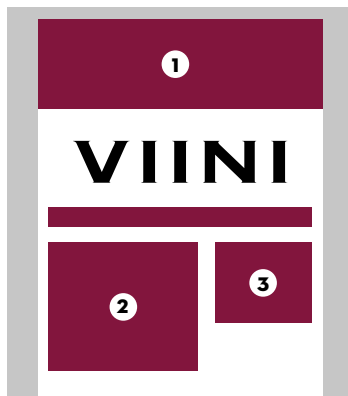


## 90 000 +

NEWSLETTER SUBSCRIBERS



### ADVERTISING SIZES AND RATES FOR ONLINE MEDIA



FORMAT	SIZE	WEBSITE	NEWSLETTER
1. Giant panorama	980 x 400 px	2 950 €	3 250 €
2. Giant MPU	468 x 400 px	1 600 €	1 700 €
3. MPU	300 x 250 px	1 000 €	1 100 €
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

#### SPECIAL THEMES

- 12.1. Travel & food
- 9.2. Organic & Sustainable
- 2.3. Coffee
- 6.4. Cheese
- 20.4. Sparklings
- 1.6. Grill party!
- 15.6. Rosé wines & BiB
- 17.8. Crawfish parties!
- 14.9. Game meat
- 12.10. Chocolate
- 16.11. Cheese
- 14.12. Christmas table

### READERSHIP PROFILE FOR ONLINE MEDIA

	WEBSITE	NEWSLETTER	POPUL.	HOUSEHOLD INCOME/YEAR	WEBSITE	NEWSLETTER	POPUL.
<b>GENDER</b>							
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25-34 years	10 %	9 %	14 %	Didn't say	0 %	0 %	7 %
35-44 years	16 %	17 %	13 %	<b>PLACE OF RESIDENCE</b>			
45-64 years	58 %	60 %	31 %	Helsinki Region	37 %	39 %	20 %
65+ years	13 %	13 %	25 %	Town of over 30 000 people	38 %	38 %	43 %
<b>OCCUPATION</b>				Town of less than 30 000 people	13 %	12 %	19 %
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Employee	27 %	27 %	12 %				
Pensioner	21 %	20 %	29 %				
Student	4 %	2 %	15 %				

SOURCE: VIINI READERS' SURVEY  
COVER PHOTO: SAMI REPO