

VIINI

The biggest
wine media
in Finland



Media Kit 2019

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

Viini magazine 30 years!

VIINI MEDIA FAMILY AT YOUR SERVICE!

2019 is our jubilee year, which means that you can read our renewed Viini magazine even more often! In this upcoming year we'll publish 10 issues – including over 800 pages on wine, food, travel journals, interviews, and other topics of interest to a wine lover.

For over 30 years Viini magazine has been a pioneer in the Finnish wine culture – and it still is one. We provide our readers with interesting content and topics on various media platforms (print magazine, homepages, newsletters, and social media). You can also meet us in our events and tastings several times a year.

We warmly welcome you to be part of our celebration and our world of wine!

Our frontpage. Your story.

Get the first attention of our readers with half page cover.



Our readers in numbers

87%

KEEPS ADS IN VIINI MAGAZINE TRUSTWORTHY

81%

THINK ADVERTISING IN THE VIINI MAGAZINE IS APPROPRIATE FOR CONTENT

55%

REPORT THAT THEY HAVE PURCHASED OR HAVE LOOKED MORE INFORMATION OF THE ADVERTISED PRODUCT

83%

FIND ADVERTISING HELPFUL

61%

LIKES TO SPEND THE EXTRA MONEY TO TRAVELLING

96%

THINK TOURISM-RELATED ADVERTISING IS APPROPRIATE FOR VIINI MAGAZINE

74%

IS PLANNING TO DO AT LEAST ONE TRIP ABROAD THIS YEAR

49%

PREFERS QUALITY OVER QUANTITY

69%

IS INTERESTED IN COOKING AND BAKING

99%

OF READERS KEEPS FOOD ADVERTISING IN THE VIINI MAGAZINE AS APPROPRIATE

SOURCE: VIINI READERS' SURVEY

The wine buying habits and purchasing criterias of the readers

84 % drinks wine at least once a week
30 % at least four times a week

32 % shops at Alko at least once a week
53 % once or twice a month
48 % have shopped at Alko webstore

Most of the readers buy wines that cost 12-15 euros
Over half of the readers tell that they buy occasionally wines that cost 15-20 euros

47 % buys sometimes wines that cost over 20 euros

Three most important criterias when choosing a wine
Pairing with food, grape, country of origin

Over two thirds recommend regularly wines to their friends

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 2019

NO	OUT	THEMES	MATERIAL DL	BOOKING DL
1	14.2.	Organic wine, food, beer and cider. The best travel tips. Organic Wine of the Year.	29.1.	25.1.
2	14.3.	Lovely Italy - wine and food. Travelling in France. Coffee. Cheese. (Research issue).	26.2.	22.2.
3	11.4.	Spring is here! Easter. Champagne of the year and Sparkling wine of the Year.	26.3.	22.3.
4	16.5.	Viini magazine 30 years! Celebrate with good food and wine! The Rosé Wine of the Year.	29.4.	26.4.
5	13.6.	Barbeque! Summer feelings with barbeque food, wine, beer and cider. Bag-in-boxes of the Year.	28.5.	24.5.
6	29.8.	Summer is still here - let's enjoy it with good food and wine. Crayfish party. Harvest in Bordeaux.	13.8.	9.8.
7	19.9.	Spanish wine and food. Meat. Coffee. Game.	3.9.	30.8.
8	17.10.	Street food. Travelling. Wine and Food 2019 event.	1.10.	27.9.
9	14.11.	Best food and wine for Christmas. Viini Wine Awards. White and red wine of the Year.	29.10.	25.10.
10	12.12.	Champagne and sparkling wines. Best beers for the Christmas. Cheese. Chocolate.	26.11.	22.11.

READERSHIP PROFILE

	VIINI READERS	POPULATION	HOUSEHOLD INCOME/YEAR	VIINI READERS	POPULATION
GENDER					
Women	43 %	51 %	Below 35 000 e/y	13 %	26 %
Men	57 %	49 %	35 001 - 75 000 e/y	37 %	41 %
AGE			75 001 - 100 000 e/y	21 %	11 %
18-24 years	4 %	9 %	Over 100 000 e/y	26 %	6 %
25-34 years	10 %	14 %	Didn't say	3 %	9 %
35-44 years	14 %	14 %	PLACE OF RESIDENCE		
45-64 years	42 %	30 %	Helsinki region	43 %	20 %
65+ years	28 %	26 %	Town of over 30 000 people	41 %	37 %
OCCUPATION			Town of less than 30 000 people	8 %	18 %
Senior managerial/ Professional/Entrepreneur	60 %	35 %	Rural area	8 %	6 %
Employee	6 %	12 %			
Pensioner	25 %	30 %	TOTAL READERSHIP: 77 000		
Student	4 %	13 %			

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 Novapress Silk 90 g,
cover LumiSilk 200 g
PRINTING HOUSE: Printall, Tala 4, EE
11415 Tallinn, printall.ee

Fizzy. Digital. In your pocket.

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 130 000 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!

ASK ABOUT CUSTOM

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

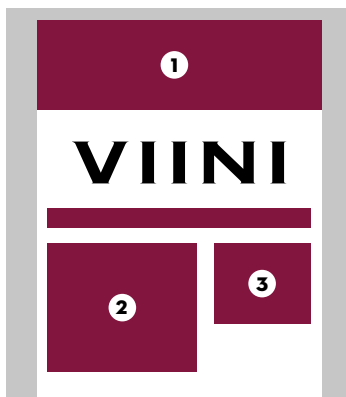
PLAN YOUR CAMPAIGN with our team and reach the maximum attention.

CONTACT Esko Rantala
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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

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.

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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35-44 years	16 %	17 %	13 %	PLACE OF RESIDENCE			
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 %
OCCUPATION				Town of less than 30 000 people	13 %	12 %	19 %
Senior managerial/ Professional/Entrepreneur	48 %	51 %	34 %	Rurual area	12 %	11 %	20 %
Employee	27 %	27 %	12 %				
Pensioner	21 %	20 %	29 %				
Student	4 %	2 %	15 %				

MOBILE APPLICATION

THE ONLY FINNISH WINE APPLICATION!

- 2 000 visitors per week
- 3 000 impressions
- 1000 ad impressions

Price: 500 € per week

