



viinilehti

*The biggest
wine media
in Finland*

Media kit 2020

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

Viinilehti magazine and viinilehti.fi

– wine lover's inspiring media family.

VIINILEHTI - FOR THE FINNISH WINE LOVERS

Viinilehti is the number one media for the wine lovers. It is full of tips, reviews, interesting stories and inspiration all around the year. It is the biggest wine related media for all the Finnish wine and food lovers.

VIINILEHTI WAS RENEWED

last year and this year we will continue to build our identity even stronger. We will publish ten printed magazines with over 750 pages of interesting content about wine, food, travelling, interesting people and phenomena.

WE REACH WINE AND FOOD LOVERS

also on social media, newsletter, viinilehti.fi-website, application, fairs and tastings all around the year. Come join us!

OUR FRONTPAGE. YOUR STORY.

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



Our readers in numbers

85 %

KEEPS ADS IN VIINILEHTI MAGAZINE TRUSTWORTHY

76 %

THINK ADVERTISING IN THE VIINILEHTI MAGAZINE IS APPROPRIATE FOR CONTENT

45 %

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

78 %

FIND ADVERTISING HELPFUL

61 %

LIKES TO SPEND THE EXTRA MONEY TO TRAVELLING

96 %

THINK TOURISM-RELATED ADVERTISING IS APPROPRIATE FOR VIINILEHTI MAGAZINE

75 %

IS PLANNING TO DO AT LEAST ONE TRIP ABROAD THIS YEAR

51 %

PREFERS QUALITY OVER QUANTITY

66 %

IS INTERESTED IN COOKING AND BAKING

99 %

OF READERS KEEPS FOOD ADVERTISING IN THE VIINILEHTI MAGAZINE AS APPROPRIATE

SOURCE: VIINI READERS' SURVEY



Average reading time

97

minutes!

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.

The wine buying habits and purchasing criterias of the readers

86 % drinks wine at least once a week
20 % at least four times a week

34 % shops at Alko at least once a week
49 % once or twice a month
49 % have shopped at Alko webstore

MOST OF THE READERS buy wines that cost 12-15 euros
60 % tells that they buy occasionally wines that cost 15-20 euros
45 % 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

VIINILEHTI PUBLISHING SCHEDULE 2020

NO	OUT	THEMES	MATERIAL DL	BOOKING DL
1	13.2.	Organic wine and food. Travelling in Germany. Organic wine of the year.	24.1.	28.1.
2	12.3.	Eastern issue. Slavic kitchen. Cheeses. RESEARCH ISSUE.	21.2.	25.2.
3	16.4.	Sparkling issue. British sparkling wines. Champagne of the year and Sparkling wine of the Year.	25.3.	27.3.
4	14.5.	The best wines and foods for Spring and Summer celebrations. Japan. Best wines bargains of the Baltic Sea cruiseferries. The Rosé Wine of the Year.	22.4.	24.4.
5-6	11.6.	The big summer issue. Barbeque. Bag-in-boxes of the Year. Travelling in France. The best wines, beers and ciders for the summer. Midsummer. Crayfish season.	22.5.	26.5.
7	10.9.	Vegetarian delights for the harvest season. The most interesting novelties. Travelling in Spain.	21.8.	25.8.
8	15.10.	The new world wines and food. The best wines for game. Wine and Food 2020.	25.9.	29.9.
9	12.11.	The best treats for pre-Christmas parties. Viinilehti Wine Awards. White and red wine of the Year. Travelling in Italy. Cheeses. Best wines of the Baltic Sea cruiseferries.	23.10.	27.10.
10	10.12.	Best food, wine and beer for Christmas. Champagne and sparkling wines.	20.11.	24.11.

READERSHIP PROFILE

GENDER	VIINILEHTI READERS	POPULATION	HOUSEHOLD INCOME/YEAR	VIINILEHTI READERS	POPULATION
Women	44 %	51 %	Below 35 000 €/y	9 %	26 %
Men	56 %	49 %	35 001 – 75 000 €/y	41 %	41 %
AGE			75 001 – 100 000 €/y	23 %	11 %
18–24 years	4 %	9 %	Over 100 000 €/y	19 %	6 %
25–34 years	11 %	14 %	Didn't say	4 %	3 %
35–44 years	14 %	14 %	PLACE OF RESIDENCE		
45–64 years	44 %	30 %	Helsinki region	41 %	20 %
65+ years	24 %	26 %	Town of over 30 000 people	42 %	43 %
OCCUPATION			Town of less than 30 000 people	9 %	18 %
Senior managerial/			Rural area	9 %	19 %
Professional/Entrepreneur	54 %	36 %	TOTAL READERSHIP		
Employee	7 %	12 %	77 000		
Pensioner	25 %	30 %			
Student	4 %	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 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 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

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

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

22.10.

Material deadline

27.8.



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 200g
PRINTING HOUSE: Printall, Tala 4, EE 11415 Tallinn, printall.ee

INSERTS

Loose insert, glue-stripe insert, solid and bagged insert. Ask for an offer!
Why not ask about other options too?
Esko Rantala, +358 46 600 0443,
esko.rantala@viinilehti.fi.

Renewed. Digital. Always with you.

Viinilehti.fi

Uudistunut sivustomme täynnä inspiroivaa sisältöä viiniarvioista digikolumneihin. 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!

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

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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

Power pack: Viinilehti Magazine + Viinilehti.fi + Newsletter

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

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 €
4. Other & native advertising		Ask for details	3 500 €

Prices are per week / bulletin

MATERIALS: aineistot@viinilehti.fi.

Delivery of the material
5 weekdays before campaign.

MATERIAL REQUIREMENTS: gif, jpg
or png.

Over 25 000
followers at social
media accounts!



NEWSLETTER

130 000
subscribers!

*The most delicious
newsletter of Finland!
Open rates are considerably
higher than industry
average.*

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

READERSHIP PROFILE FOR ONLINE MEDIA

	WEBSITE	NEWSLETTER		WEBSITE	NEWSLETTER
GENDER			HOUSEHOLD INCOME/YEAR		
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Senior managerial/ Professional/Entrepreneur	48 %	51 %	Rurual area	12 %	11 %
Employee	27 %	27 %			
Pensioner	21 %	20 %			
Student	4 %	2 %			

MOBILE APPLICATION

The only finnish wine application!

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

Price: 500 € per week



*SOURCE: FLURRY ANALYTICS