

# Media Kit

2021

The most  
*delicious*  
media family  
in Finland



Viinilehti magazine

Viinilehti.fi

Newsletter “Viikon viinivinkki”

Events

**viinilehti**

# viinilehti & 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.

In 2021, Viinilehti will renew its focus. We will follow more closely the selection of wines chosen for Viinilehti’s Wines of the Year. Each issue will contain a wealth of information about the selected wine genre, including producer interviews, discussion of interesting topics and recommendations for wine-food pairing. Our first issue will appear at the outset of spring, in March, where we will begin our year’s journey with our choices for Champagne of the Year and Sparkling Wine of the Year. April is the beginning of white wine season and we will commemorate this with our White Wine of the Year selection. In May, we will give our attention to rosé. At the beginning of the summer holiday season we will tap into the Cask\*\* Wines of the Year. As September begins, we will select the Red Wines of the Year, to ward off the coming autumn chill. Finally, in the December issue, we reconnect with nature, choosing the Organic Wines of the Year. Also in that issue, our last of the year, we will bring together all of our year’s winners and choose the Wine Lover of the Year and the Wine Restaurant of the Year.

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!

### 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



Our frontpage.  
Your story.

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

## 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.

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

Average  
reading time

**97**

minutes!

## Viinilehti publishing schedule 2021

No	Out	Themes	Booking dl	Material dl
1	18.3.	The best wines and foods for Easter. Champagne of the year and sparkling wine of the year.	26.2.	2.3.
2	22.4.	The best foods and beverages for the First of May. Mother's Day. White wine of the year.	1.4.	6.4.
3	20.5.	The best wines and foods for spring and summer celebrations. Rosé wine of the year.	30.4.	4.5.
4-5	17.6.	Barbeque. Travelling in Finland. Beers and ciders for the summer. Bag-in-boxes of the year.	28.5.	1.6.
6	23.9.	Delights for the harvest season. Red wine of the year.	3.9.	7.9.
7	21.10.	Wine & Food 2020. Halloween. Father's Day. Cheeses.	1.10.	5.10.
8-9	3.12.	Viinilehti Wine Awards. Wine and beer for Christmas. Champagne and sparkling wines. Organic wine of the year.	12.11.	16.11.

## Readership profile

Source: KMT 2020

Gender	Viinilehti readers	Population	Occupation	Viinilehti readers	Population
Women	47 %	51 %	Leading position	7 %	3 %
Men	53 %	49 %	Senior officer	24 %	14 %
<b>Age</b>			Officer	15 %	14 %
15-24 years	3 %	13 %	Worker	8 %	11 %
25-34 years	13 %	14 %	Agricultural entrepreneur	0 %	1 %
35-44 years	13 %	14 %	Other self-employed	4 %	4 %
45-54 years	22 %	14 %	Pensioner	26 %	31 %
55-64 years	23 %	16 %	Student	4 %	12 %
65+ years	26 %	28 %	Home mother or father	1 %	1 %
<b>Household income / year</b>			Unemployed	3 %	3 %
Below 20 000 €	5 %	13 %	Other	6 %	4 %
20 000-35 000 €	16 %	22 %	No answer	1 %	2 %
35 001-50 000 €	19 %	20 %	<b>Place of residence</b>		
50 001-85 000 €	24 %	21 %	Helsinki region	34 %	19 %
85 001-100 000 €	11 %	5 %	Town of over 30 000 people	43 %	44 %
Over 100 000 €	17 %	6 %	Town of less than 30 000 people	9 %	18 %
Didn't say	4 %	13 %	Rural area	14 %	19 %

## 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 (230 x 270 mm)	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

**Lulu Myllyniemi**, +358 50 592 8764  
 lulu.myllyniemi@viinilehti.fi  
**Päivi Huhta**, +358 50 387 7332  
 paivi.huhta@viinilehti.fi

### Material requirements

#### File formats:

High-resolution pdf files

#### Cover and inside pages materials' colour profile:

CMYK ISO Coated v2 300% (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:** 5 mm on all 4 sides

**Printing method:** Offset

**Paper:** Inside Gallerie Fine Silk 80 g, Cover UPM Finesse Silk 200 g

**Printing house:** PunaMusta Oy, Kosti Aaltosen tie 9, 80140 Joensuu

### Inserts

Loose insert, glue-stripe insert, solid and bagged insert. Ask for an offer!

**Why not ask about other options too?**

**Lulu Myllyniemi**, +358 50 592 8764,  
 lulu.myllyniemi@viinilehti.fi

**Päivi Huhta**, +358 50 387 7332  
 paivi.huhta@viinilehti.fi



We were number one!

In 2020 we won the magazine cover of the year vote. Strong expertise combined with amazing visuality is our strength also in 2021.

# Renewed. Digital. Always with you.

## Viinilehti.fi

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

## Newsletter

Viikon Viinivinkki Newsletter offers wine suggestion of the week with recipe. Over 120 000 subscribers.

## Special newsletter

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

### 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!

**Ask about custom solutions,** such as content add, advertorial, competition or virtual tasting

**Plan your campaign** with our team and reach the maximum attention.

#### Contact:

Lulu Myllyniemi, +358 50 592 8764  
lulu.myllyniemi@viinilehti.fi

Päivi Huhta, +358 50 387 7332  
paivi.huhta@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

### Newsletter

## 120 000 subscribers!

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

Excellent for activating  
consumers. Immediate  
boost to your sales.

Over  
**28 000**  
followers at social  
media accounts!



### Viinilehti.fi and newsletter: advertising sizes and rates

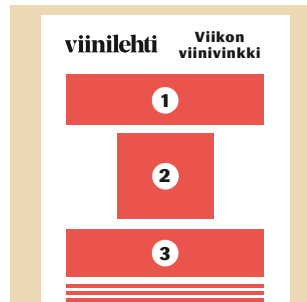


#### Viinilehti.fi

Format	Size	Price
1. Giant panorama	980x400, 300x300	3 100 €
2. Giant MPU	468x400, 300x300	1 700 €
3. Interstitial	720x400, 300x440	4 500 €

#### Newsletter

Format	Size	Price
1. Giant panorama	560x225	3 900 €
2. Giant MPU	560x480	2 000 €
3. Natiivimainos	560x320	3 500 €



Prices are per week / bulletin

**Materials:** aineistot@viinilehti.fi.

Delivery of the material 5 weekdays before campaign.

**Material requirements:** Jpg, png.

File size max 150 KB.

### Viinilehti.fi and newsletter: Reader profile

	Website	Newsletter	Household income/year	Website	Newsletter
<b>Gender</b>					
Women	65 %	69 %	Below 35 000 €/y	28 %	24 %
Men	35 %	31 %	35 001 – 75 000 €/y	45 %	47 %
<b>Age</b>			75 001 – 100 000 €/y	18 %	19 %
18–24 years	3 %	1 %	Over 100 000 €/y	9 %	10 %
25–34 years	10 %	9 %	Didn't say	0 %	0 %
35–44 years	16 %	17 %	<b>Place of residence</b>		
45–64 years	58 %	60 %	Helsinki Region	37 %	39 %
65+ years	13 %	13 %	Town of over 30 000 people	38 %	38 %
<b>Occupation</b>			Town of less than 30 000 people	13 %	12 %
Senior managerial/			Rural area	12 %	11 %
Professional/Entrepreneur	48 %	51 %			
Employee	27 %	27 %			
Pensioner	21 %	20 %			
Student	4 %	2 %			