

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

	Viinilehti readers	Population	Occupation	Viinilehti readers	Population
Gender					
Women	47 %	51 %	Leading position	7 %	3 %
Men	53 %	49 %	Senior officer	24 %	14 %
Age			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 %
Household income / year			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 %	Place of residence		
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
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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
29 000
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	600x400	3 900 €
2. Native ad	600x400	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
Gender					
Women	65 %	69 %	Below 35 000 €/y	28 %	24 %
Men	35 %	31 %	35 001 – 75 000 €/y	45 %	47 %
Age			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 %	Place of residence		
45–64 years	58 %	60 %	Helsinki Region	37 %	39 %
65+ years	13 %	13 %	Town of over 30 000 people	38 %	38 %
Occupation			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 %			