

Media Kit

2022

The most
delicious
media family
in Finland

viinilehti

viinilehti & viinilehti.fi

– wine lover's inspiring media family.

Viinilehti will publish seven issues in 2022. Every issue will have its own particular theme that will be sure to enhance the experience of all wine lovers.

WE BEGIN in March, with a spring in our step, journeying into white wine country with a host of fabulous stories centred on topics and producers of that variety. In April we will familiarise ourselves with the region of champagnes and other great sparkling wines. May is pretty in pink, as we survey the landscape of rosé wines and the associated festive delicacies of the season. June exudes a relaxed summer lifestyle: we choose the bag-in-box wines of the year and offer tips on summer food and beverage pairing options.

In September we will publish our harvest issue, in which we explore the best new wines on the market and delectable seasonal recipes. October hosts the Wine & Food event and we unwrap the Red Wine of the Year. In December, we serve up warming winter dishes, quality sparkling wines and give you recommendations on Christmas table wine and beer.

IN 2022, we will enrich our approach to food content: the recipes will, of course, remain as high quality and inspiring as before, but we will take a slightly more relaxed approach to cooking. Moving through the New Year, our resolution is for food stories to have togetherness, happiness and enjoyment at their heart. That



Our frontpage.
Your story.

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

said, the master chefs will not be forgotten: we promise to offer something more specialised for them to cook up in each issue.

WINE LOVERS, CONNECT WITH US. You can do so online, via our social media channels and app, at events, and tastings all year-round. Throughout the year, our digital content will follow the same themes as the printed magazine. On our website you will find all of our wine reviews, numerous recipes, inspiring travel stories, interesting characters and current affairs - all from a wine lover's perspective.

WE HAVE a delicious year ahead of us filled with inspiring wine, food and adventure. Join us!



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

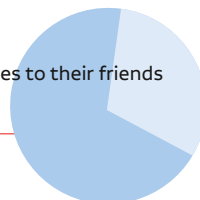
86 % drinks wine at least once a week
20 % at least four times a week

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



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



Viinilehti publishing schedule 2021

No	Out	Themes	Booking dl	Material dl
1	2.3.	Spring has sprung! White wine of the year. Portuguese delicacies. Traveling around Italy.	10.2.	14.2.
2	6.4.	An issue that bubbles over! Champagne and sparkling wine of the year. Easter. May Day. Venturing to Malaga.	17.3.	21.3.
3	11.5.	Rosé wine of the year. The delicious, festive season of spring and early summer. The wine lover's guide to Stockholm.	21.4.	25.4.
4-5	15.6.	Summer double issue. Bag-in-boxes of the year. Midsummer dreaming. What's new in beer. The sights of Finland.	26.5.	30.5.
6	7.9.	Harvest time brings scrumptious vegetarian food. Autumn essentials for the wine lover. Gourmet trip to Estonia.	18.8.	22.8.
7	19.10.	Wine & Food 2022 event issue. Red wine of the year. Relaxed dinnerparties.	29.9.	3.10.
8-9	30.11.	Christmas and New Year celebrations. The best bubbles. Christmas beers.	10.11.	14.11.

Readership profile

Source: KMT 2021

	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

Viinilehti is the number one media for wine lovers – both in print and digital! There is no other media which contains so much wine information to Finnish target audience written in Finnish.

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:
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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

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.

30 000

followers at social media accounts!



Viinilehti.fi and newsletter: advertising sizes and rates



VIINILEHTI.FI

Format	Size	Price
1. Giant panorama	980 x 400, 300 x 300	3 100 €
2. Giant MPU	468 x 400, 300 x 300	1 700 €
3. Interstitial	720 x 400, 300 x 300	4 500 €

NEWSLETTER

Format	Size	Price
1. Giant panorama	600 x 400	3 900 €
2. Native ad	600 x 400	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 %			