

# Media Kit

## 2023

The most  
*delicious*  
media family  
in Finland



**viinilehti**

# viinilehti & viinilehti.fi

– astetta viinimmän arjen puolesta

**T**here will be six Viinilehti magazines appearing in 2023. Each issue offers a full package of inspiring wine and food content, experiential travel stories, captivating personal interviews and multi-level wine knowledge. In each of the six themed magazines, we reward the year's best wines, authors, and events by category.

**THE WINE YEAR** starts with March's elegant "bubbly" issue, where we prepare for Easter and dive into the fascinating world of sparkling wines. In the May issue, we toast with rosé wines and enjoy the festive season of spring. In June, we set off to enjoy cottage life and the sweetest flavours of the summer kitchen.

September's issue pays tribute to the harvest, to local foods and home-grown vegetables. In October, we will be inspired by the Wine & Food (Viini & Ruoka) event, have fun in the forest and kick off the red wine season. In the winter issue, we celebrate a white Christmas and share the best beer, wine, and gift recommendations of the festive season.

**THE PRINT MAGAZINE** offers readers everyday luxury: dreamy culinary insights and wine experiences. In addition, Wine lovers can enjoy plenty of digital content and applications, as well as social events and tastings throughout the year. Viinilehti.fi offers a lot of content that serves



the needs of wine lovers, such as all our wine reviews, recipes, useful travel tips and excerpts from current events.

**WE WILL CONTINUE** to be present at wine lovers' parties and in the good moments of life. However, life is mostly ordinary and everyday, and that's why we are also helping to make everyday life a bit better, and supporting the development of a less complicated wine culture. A touch of luxury can be a pause in the hurries of the everyday. Ordinary pleasures are the greatest of pleasures, and they taste especially good when shared. So, we look forward to be sitting at the same table again in 2023.

The table is set - welcome!



## No advertising material?

No worries! Our content team plans and implements customized content cost-effectively for print and online. We can customize your message to match the theme of the magazine.

## READER PROFILES OF VIINILEHTI

**A beginner with an open and curious approach to wines.** Someone who has not delved very deeply into the world of wines, at least not yet. They feel that they are constantly learning new things.

**An enthusiastic wine connoisseur who breathes wine culture.** Who likes to get to know wines and wine cultures in their free time and travels. A collector of wine memories.

**A knowledgeable enthusiast and wine connoisseur.** Is endlessly interested in wines and ready to invest time and money in them. A trusted wine connoisseur in their own circle.

**Professionally interested in wines.** Want to learn more about wines for their current profession or pursue a career path in wine. Follower and pioneer of trends.

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 2023

No	Out	Themes	Booking dl	Material dl
1	1.3.	An issue that bubbles over! Champagne and sparkling wine of the year. The best everyday cooking ideas. Easter. Food journey to Madrid. Sparkling Italy.	9.2.	13.2.
2	19.4.	Spring has sprung! Rosé wine of the year. May Day. The delicious, festive season of spring and early summer. Gourmet trip to Cornwall. Asparagus season.	27.3.	30.3.
3	14.6.	Summer issue. Bag-in-boxes of the year. Midsummer dreaming. What's new in beer. Best of potatoes. BBQ and fishing. Cheery food journey to Southern Norway.	25.5.	29.5.
4	6.9.	Autumn issue. Viinilehti Wine Awards. Back to everyday life. Harvest time brings scrumptious vegetarian food. Finnish artisan ciders.	17.8.	21.8.
5	18.10.	Wine & Food 2023 event issue. Red wine of the year. Wildfowling with a chef. Wine tips for Tenerife.	28.9.	2.10.
6	29.11.	Winter issue. White wine of the year. Seasonal beers. Tips for Christmas presents. White Christmas.	9.11.	13.11.

## Readership profile

Source: KMT

	Viinilehti readers	Population	Occupation	Viinilehti readers	Population
<b>Gender</b>					
Women	48 %	51 %	Leading position	7 %	4 %
Men	52 %	49 %	Senior officer	20 %	15 %
<b>Age</b>			Officer	8 %	13 %
15–24 years	2 %	13 %	Worker	7 %	10 %
25–34 years	12 %	14 %	Agricultural entrepreneur	1 %	1 %
35–44 years	12 %	14 %	Other self-employed	3 %	3 %
45–54 years	20 %	14 %	Pensioner	32 %	31 %
55–64 years	24 %	16 %	Student	3 %	12 %
65+ years	30 %	29 %	Home mother or father	0 %	1 %
<b>Household income / year</b>			Unemployed	4 %	3 %
Below 20 000 €	5 %	13 %	Other	5 %	4 %
20 000–35 000 €	14 %	21 %	No answer	2 %	3 %
35 001–50 000 €	18 %	20 %	Place of residence		
50 001–85 000 €	26 %	21 %	Helsinki region	34 %	20 %
85 001–100 000 €	12 %	6 %	Town of over 30 000 people	35 %	45 %
Over 100 000 €	14 %	6 %	Town of less than 30 000 people	14 %	18 %
Didn't say	10 %	13 %	Rural area	17 %	19 %

## Advertising sizes and rates

Size	Placement	Advertisement size mm	Gross price	Guaranteed position	
2/1 spread	in text	440 x 280 mm	6 350 €	2/1 Opening spread	6 750 €
1/1 page	in text	220 x 280 mm	3 700 €	1/1 Back cover (220 x 250 mm)	5 100 €
1/2 page	horizontal	220 x 140 mm	2 500 €	1/1 2nd cover	4 350 €
1/2 page	vertical	100 x 280 mm	2 500 €	1/1 3rd cover	3 950 €
1/3 page	horizontal	220 x 93 mm	2 100 €	1/1 Next to editorial	3 950 €
1/3 page	vertical	70 x 280 mm	2 100 €	1/1 Next to table of contents	3 950 €
1/4 page		100 x 140 mm	1 350 €	1/1 New wines section	3 950 €

Custom made advertising: 1 000 € (1/1 pages), 1 500 € (2/1 spread) + normal rates.

### Advertising reservations

**Päivi Huhta**, +358 50 387 7332

paivi.huhta@viinilehti.fi

**Jerry Karhunen**, +358 40 968 6546

jerry.karhunen@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:** 220 x 280 mm

**Binding:** Perfect bound

**Cutting margin:** 5 mm on all 4 sides

**Printing method:** Offset

**Paper:** Inside UPM Star Silk 70 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?

**Päivi Huhta**, +358 50 387 7332

paivi.huhta@viinilehti.fi

**Jerry Karhunen**, +358 40 968 6546

jerry.karhunen@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 110 000 subscribers.

## Special newsletter

Reach the audience of our newsletter with a custom bulletin with your own message and layout! Viinilehti works as a sender, which guarantees a high opening percentage. The newsletter can be sent to the entire register or targeted.

**The most effective form of digital advertising!**

### 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:

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

Jerry Karhunen, +358 40 968 6546  
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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

## 110 000 subscribers!

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

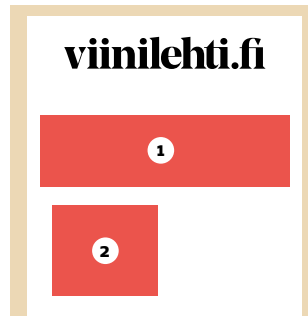
Excellent for activating  
consumers. Immediate  
boost to your sales.

## 32 000

followers at social  
media accounts!



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



#### VIINILEHTI.FI

Format	Size, px	Price
1. Giant panorama	980 x 400, 300 x 300	CPM 29 €
2. Giant MPU	468 x 400, 300 x 300	CPM 29 €
3. Extended Skyscraper	300 x 600	CPM 29 €
4. Interstitial	718 x 841, 300 x 300	CPM 60 €

#### VIIKON VIINIVINKKI

Format	Size, px	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

Gender	Website	Newsletter	Household income/year	Website	Newsletter
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/ Professional/Entrepreneur	48 %	51 %	Rural area	12 %	11 %
Employee	27 %	27 %			
Pensioner	21 %	20 %			
Student	4 %	2 %			