

Media Kit

2024

The most
delicious
media family
in Finland



viinilehti

viinilehti & viinilehti.fi

Life is too short to drink bad wine.

In 2024 Viinilehti magazine offers six issues full of inspiring wine and food content, experiential travel stories, captivating personal interviews and multi-level wine knowledge for both wine connoisseurs and entry- to mid-level wine lovers. In each issue, we reward the current year's best wines and phenomena and intriguing people from the wine and food industry.

THE WINE YEAR starts in March with a breezy spring issue, where we prepare for Easter celebration and uncork the season's ultimate white wines. In May's elegant bubble issue, we dive into the fascinating world of sparkling wines and enjoy the spring festivities. In June, it is time to hop into the Finnish summer, drink chilled rosé wines and open up bag-in-box wines. September issue is a tribute to the harvest, home-grown vegetables and delicious seasonal pies. In the October's issue we get inspired by the Wine & Food (Viini & Ruoka) event and upgrade everyday comfort food into beautiful Sunday night dinners. In the winter issue in November, we go nuts about warming red wines and create a magical winter wonderland brunch.

THE PRINT MAGAZINE offers tips for festivities and inspiration to everyday life, intriguing food and wine experiences and fascinating culinary insights. In addition to print magazine, Viinilehti offers plenty of digital content year-round in Viinilehti web-



Our frontpage.
Your story.

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

site, social media channels and Viinivinkki application. Viinilehti digital channels offer recipes, wine ratings, news and more wine and food content for all the reads. You can also find Viinilehti present in multiple events and tastings.

ALSO IN 2024, we will be a part of wine lover's parties and the best moments of life, but we also thrive on bringing wine culture closer to everyday life and approachable for everyone. Ordinary pleasures are the sweetest ones, and they taste the best when shared. We look forward to sitting at the same table with you, sharing a drop of luxury in the ordinary life. 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 VIINI-
LEHTI 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 2024

No	Out	Themes	Booking dl	Material dl
1	Week 10	Spring issue. White wine of the year. White contemporary classics of Burgundy. Tasty weekend in Dublin. Inventive nose-to-tail Easter. Mill visit in Saimaa.	15.2.	19.2.
2	Week 16	Bubbly issue. Champagne of the year and Sparkling wine of the year. Trendy Blanc de Noirs of Champagne. Indulgent Lisbon. Spring menu inspired by women. Fishing.	25.3.	28.3.
3	Week 24	Summer issue. Rosé wine of the year and bag-in-box wine of the year (digital). Savory summer pancakes. Frosty road trip in Finland. Travel tips for Stockholm. Rosé wines made from indigenous grape varieties.	23.5.	27.5.
4	Week 36	Autumn issue. Organic wines of the year. Wine pioneers of cool and high altitude regions. Seasonal pies with vegetables of the season. Visit to a honey farm.	15.8.	19.8.
5	Week 42	Wine & Food 2024 event issue. The best pics of the year, elegant Alpine wines. Street food trip to Osaka. Comfort food upgraded to Sunday dinner.	26.9.	30.9.
6	Week 48	Winter issue. Red wines of the year. Winter celebration brunch. Locally produced chocolate. Wines of Argentina.	7.11.	11.11.

Readership profile

Source: KMT

Gender	Viinilehti readers	Population	Occupation	Viinilehti readers	Population
Women	48 %	51 %	Leading position	7 %	4 %
Men	52 %	49 %	Senior officer	20 %	15 %
Age			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 %
Household income / year			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
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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 105 000 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:

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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

105 000 subscribers!

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

Excellent for activating
consumers. Immediate
boost to your sales.

33 000

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	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 %
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/ Professional/Entrepreneur	48 %	51 %	Rural area	12 %	11 %
Employee	27 %	27 %			
Pensioner	21 %	20 %			
Student	4 %	2 %			