

viinilehti

# Media Kit

2025

The most  
*delicious*  
media group  
in Finland





## Viinilehti & viinilehti.fi

# Life is too short to drink bad wine



Viinilehti  
readership

**100 400**

Total reach

**149 400**

Print reading  
instances

**2,2**

Average  
reading time

**56**

Source:  
KMT 2024

**V**iinilehti is the only Finnish magazine specialized in wines. It offers high-quality wine and food content in Finnish, tailored specifically for the Finnish market. With its experienced, knowledgeable, and genuinely impartial approach, Viinilehti reaches its target audience exceptionally well.

It is not only an inspiring and entertaining special interest magazine but also a credible source of information for both wine enthusiasts and professionals in the industry. Viinilehti never compromises on the journalistic quality of its content, the level of wine expertise, or the impartiality of its wine evaluations. At the heart of its expertise lies the pairing of wine and food.

Viinilehti is much more than just a magazine; it serves as a media hub that brings together industry events and players, consumers and importers, as well as wine events and competitions. Simultaneously, it gathers Finland's largest and most passionate community of wine lovers. Welcome aboard!

### FEEDBACK FROM OUR READERS

**Great magazine!  
It really has no  
competitors.  
A versatile, stylish,  
and impressive  
package.**

**The content of  
Viinilehti reflects  
the creators' passion,  
strengthened by solid  
professionalism.  
You can also sense  
the ease brought by  
long experience.**

**The magazine  
is high quality,  
entertaining,  
and  
informative.**

# Make an impression. We will help you.

## 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.



**“Wow! The execution received a lot of praise and compliments, and others were also very impressed with the final result. The overall presentation is mouthwatering.”**

**“Thank you for this; the insert turned out really great! The visual style is exactly what we hoped for, and the recipes sound delicious.”**

## Our frontpage. Your story.

Get the first attention of our readers with half page cover and flap cover. They are irresistible advertising solutions that capture the interest of Viinilehti subscribers.



**“It feels wonderful to trust the design and execution of the ad insert to skilled hands!”**

## Say it with a personal insert.

Do you have content for several pages? We can create an 8-page booklet from start to finish, tailored to your chosen theme and specific needs.



**“It looks absolutely stunning – even at first glance the high expectations were exceeded!”**



### Ask about custom solutions:

**Jerry Karhunen**  
+358 40 968 6546,  
jerry.karhunen@viinilehti.fi



## The 2025 Edition

**I**n 2025, Viinilehti will offer its readers engaging content and a diverse range of wine features across six rich issues. Each issue includes a comprehensive collection of inspiring wine and food articles, in-depth wine knowledge, captivating travel stories, and compelling personal interviews. Additionally, we will recognize the year's best wines, creators, and trends in their respective categories in each themed issue.

**THE WINE YEAR** kicks off in March with a fresh spring issue, where we revel in the spring sunshine and uncork the season's most characterful white wines. The elegant May issue, dedicated to bubbles, takes us into the fascinating world of sparkling wines as we celebrate the festive spring season. In June, we pop open rosés, enjoy boxed wines, and soak in the magic of the midnight sun.

The September issue is all about the harvest season, with a focus on kitchen delights and cycling adventures. October brings inspiration from the Viini & Ruoka event as we dive into the charms of red wines. In the winter edition, we embrace the year's most exciting wine trends and prepare luxurious hot dogs to brighten frosty days.

**THE PRINT MAGAZINE** offers tips for celebrations and inspiration for everyday life, dream wine journeys, intriguing food adventures, culinary insights, and delightful wine experiences. Additionally, we serve wine lovers year-round through digital channels, social media, podcasts, apps, events, and tastings. Viinilehti.fi provides an abundance of wine-lover content, including all our wine reviews, recipes, travel tips, and highlights of current trends.

We remain part of the celebrations and cherished moments of wine enthusiasts while also focusing on elevating everyday life and developing an even more effortless wine culture. A touch of luxury beautifully pauses the rush of daily life.

### FEEDBACK

#### FROM OUR READERS

**“Keep up the great work. I always immerse myself in the world of wines with this magazine – it’s everyday luxury.”**

**“I’m really pleased with the diverse selection of topics. It’s a perfect mix of everyday wines and more luxurious ones, familiar and exotic.”**

**“Thank you for this interesting magazine. I always learn something new.”**

| No | Out     | Themes                                                                                                                                                                                                         | Booking dl | Material dl |
|----|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-------------|
| 1  | week 10 | Spring issue. Viinilehti white wine of the year. Elegant white wines from Bordeaux. Cozy wine restaurants of Brussels. Day in a coffee roastery.                                                               | 12.2.      | 14.2.       |
| 2  | week 16 | Bubble issue. Viinilehti Sparkling wine and champagne of the year. Masters of Champagne reserve wines. Wines of Rheingau & Mittelrhein. Japanese home cooking.                                                 | 26.3.      | 28.3.       |
| 3  | week 24 | Summer issue. Viinilehti rose wine of the year and BiB of the year (website only). Rose sparkling wines from indigenous varieties. Wine trip to Dalmatia. Magic of the midnight sun. A visit to Hereford farm. | 20.5.      | 22.5.       |
| 4  | week 36 | Fall issue. Viinilehti organic wines of the year. Classic white wines from Australia Vineyards with an electric bike. Green harvest menu. Fall trip to the corn fields.                                        | 13.8.      | 15.8.       |
| 5  | week 42 | Viini & Ruoka -fair issue. Viinilehti red wine of the year. Daughters' Barolo. Natural wine scene of Berlin. Cooking with a cook book author. Wine bars of Alicante.                                           | 24.9.      | 26.9.       |
| 6  | week 48 | Winter issue. Viinilehti best of the best. Local Portugal. Food adventure in Istanbul. Luxury hot dogs for the cold winter days.                                                                               | 5.11.      | 7.11.       |

## Advertising sizes and rates

| Size       | Placement  | Advertisement size | 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 €                 |
| 1/4 page   | vertical   | 100 x 140 mm       | 1 350 €     |                                       |

### Custom made advertising

2/1 spread 1 500 € + normal rates.  
 1/1 page 1 000 € + normal rates.  
 Prices are subject to the applicable VAT.

### Advertising reservations

**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:**  
 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!**

# Viinilehti readers

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.

## A Media That Speaks to Wine Enthusiasts

Viinilehti is the media for passionate and quality-conscious consumers.

It is a versatile and experiential lifestyle magazine embraced by both men and women.

Viinilehti's readers are affluent, curious, and open-minded individuals who enjoy life's pleasures.

### Readership profile

#### 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

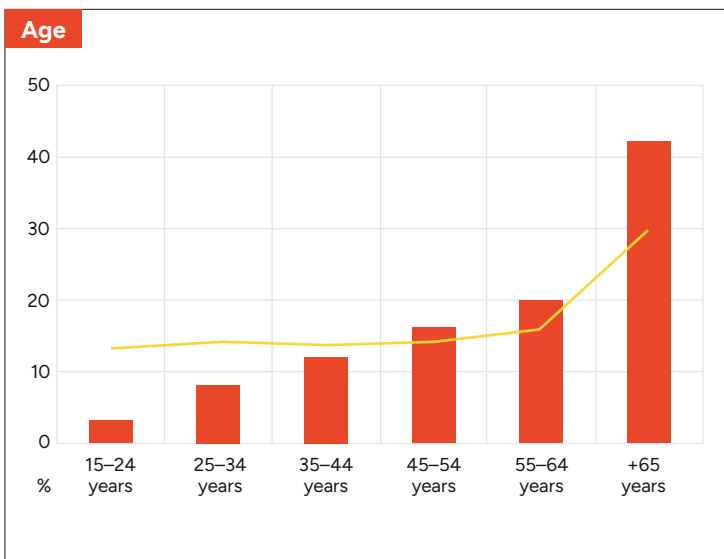
Who likes to get to know wines and wine cultures in their free time and travels. A collector of wine memories.

#### A knowledgeable enthusiast and wine connoisseur

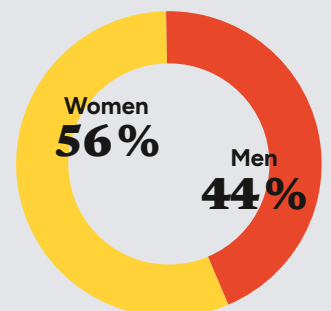
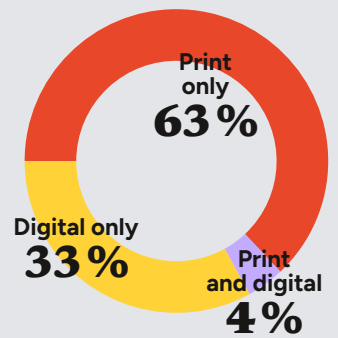
Is endlessly interested in wines and ready to invest time and money in them. A trusted wine connoisseur in their own circle.

#### Professionally interested in wines

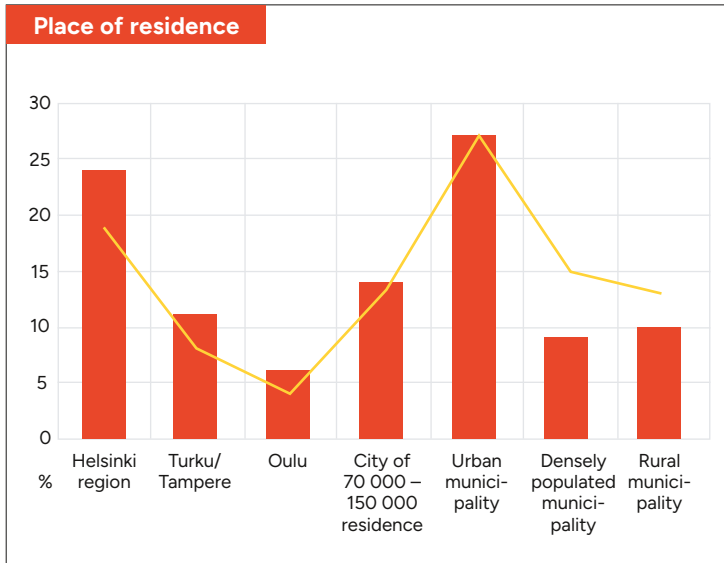
Want to learn more about wines for their current profession or pursue a career path in wine. Follower and pioneer of trends.



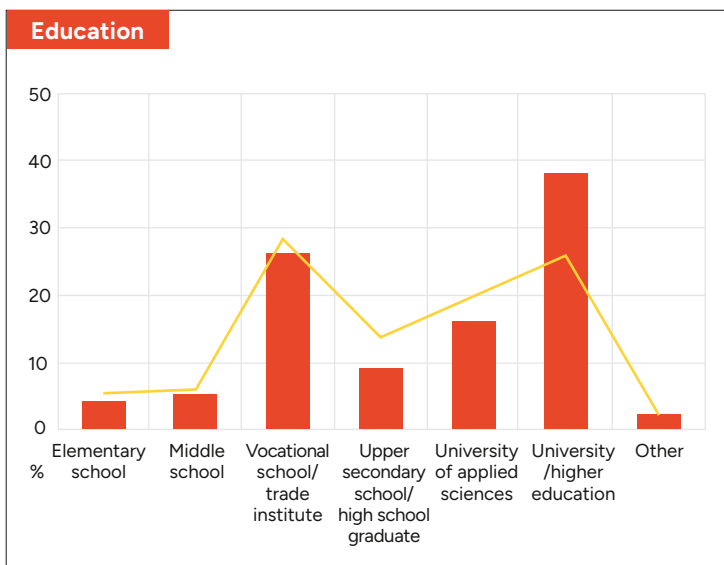
### Audience, print and digital



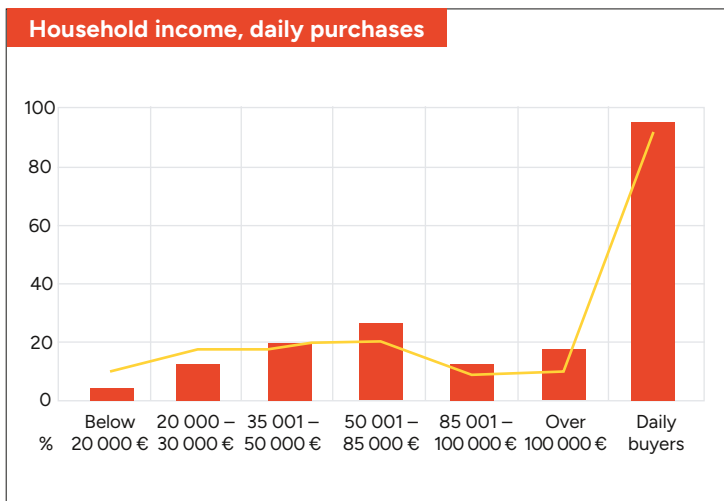
■ Viinilehti readers  
— Population over 15 y



Source: KMT 2024



Source: KMT 2024



Source: KMT 2024

**FEEDBACK**

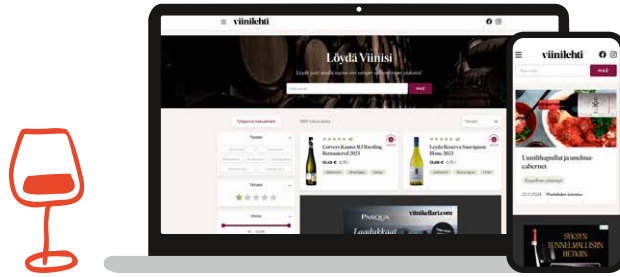
**FROM OUR READERS**

**“A well-made and beautifully done magazine; I’ve been a subscriber since the old days!”**

**“Thank you for the great articles, even an ordinary wine enthusiast like me gets a lot out of them.”**

**“Beautiful layout, fantastic food photos! They inspire me to try them out.”**





# Renewed. Digital. Always with you.

Viinilehti is much more than just a traditional print magazine. Finland's most delightful media family reaches wine lovers also digitally, on social media, in apps, and through podcasts.

Viinilehti.fi

**OUR SITE** is full of inspiring content: seasonal favorites, interesting people, current trends, reliable wine reviews, and delicious recipes.

Page hits weekly

**130 000**

Unique visitors weekly

**60 000**

Viikon viinivinkki Newsletter

**FINLAND'S** most wine-focused newsletter, with an open rate clearly above average! Our wine and food-themed newsletter provides targeted tips for every day of the week.

Subscribers

**100 000**

Open rates on average

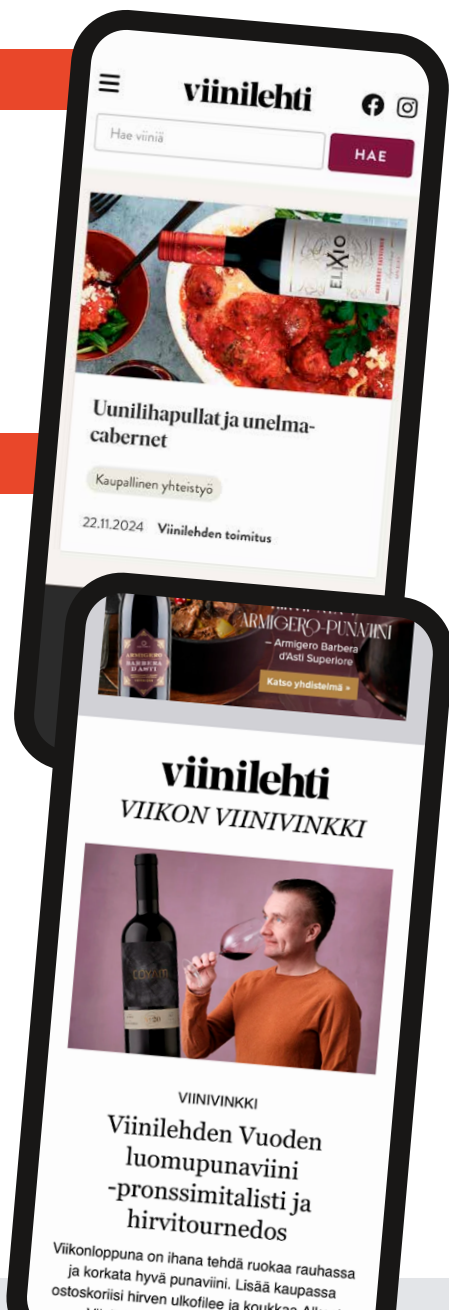
**30%**

Click-Through Rate (CTR)

**2-3%**

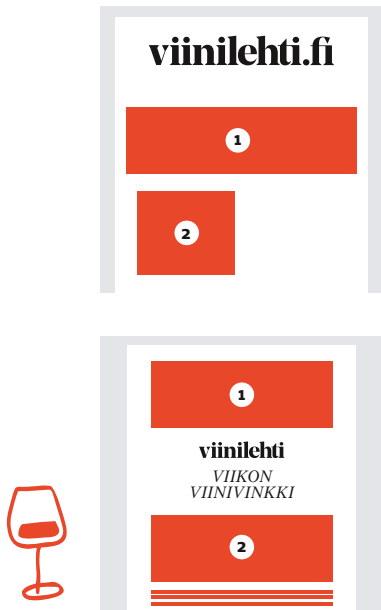
## Viinivinkki Special

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!**





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



### Viinilehti.fi

| Format            | Size                    | Price    |
|-------------------|-------------------------|----------|
| 1. Giant panorama | 980x400 px , 300x300 px | CPM 29 € |
| 2. Giant MPU      | 468x400 px, 300x300 px  | CPM 29 € |
| 3. Interstitial   | 718x841 px              | CPM 60 € |

### Viikon viinivinkki

| Format            | Size       | Price   |
|-------------------|------------|---------|
| 1. Giant panorama | 600x400 px | 3 900 € |
| 2. Native ad      | 600x400 px | 3 500 € |

Prices are per week / bulletin.  
Prices are subject to the applicable VAT.

**Materials:** aineistot@viinilehti.fi.  
Delivery of the material 5 weekdays before campaign.

**Material requirements:**  
Jpg, png. File size max 150 KB.

**Strike now!**

Plan your campaign with our team and reach the maximum attention. Ask about custom solutions:

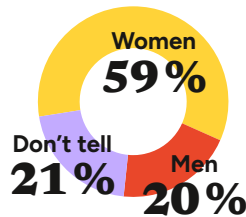
Jerry Karhunen, +358 40 968 6546,  
jerry.karhunen@viinilehti.fi

## Sosiaalinen media



ON OUR SOCIAL MEDIA, you can reach Finland's most passionate and largest wine-loving community. We highlight current wine phenomena, buzz about trends, and celebrate a slightly more wine-inspired everyday life.

f i  
Social media followers  
**35 000**



**50%**  
live in Finland's three largest cities. \*)

**30%**  
Nearly a third of our SoMe followers are aged between 35–44.

\*) Helsinki, Espoo, Tampere



## Viinipodi



VIINILEHTI'S Viinipodi offers entertaining, inspiring, and expert discussions about wines, wine and food culture, as well as hot topics in the wine world. Recordings are also produced as video content.

Advertise your products with sponsorship mentions or audiovisual product ads. Request an offer!

**viinilehti**

# Advo- cating for wine lovers

**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](http://www.viinilehti.fi/mediatiedot)