

viinilehti

Media Kit

2026

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

Viinilehti 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 infor-
mative.”**

FEEDBACK

FROM OUR PARTNERS

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 2026 Edition

In 2026, 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 with the March spring issue, where we let trendy peppers add a bite and uncork the season's most characterful white wines. In April's sparkling issue, we dive into the fascinating world of sparkling wines and prepare for the spring celebration season. In the delicious summer food issue, we soak up cottage vibes and summer flavours paired with the best rosé wines and wines on tap.

In the September issue, we get excited about the treasures of mushroom season and the allure of organic wines. In October, we draw inspiration from the Viini & Ruoka event and wrap ourselves in the charms of red wines.

In the winter issue, we savour the wine world's most exciting phenomena of the year and cook classic comfort dishes 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. The fascinating white wines of Galicia. Tokyo's century-old classic restaurants. The trendy bite of peppers.	11.2.	13.2.
2	week 16	Bubble issue. Viinilehti Sparkling wine and champagne of the year. Sunday grub, Portuguese style. Champagne houses in England. The wine regions of Baden & Pfalz.	19.3.	23.3.
3	week 24	Summer food issue. Viinilehti rose wine of the year and BiB of the year (website only). Premium rosés from Provence. A culinary journey to Vilnius. Iman and Leena's best cottage dishes.	20.5.	22.5.
4	week 36	Fall issue. Viinilehti organic wines of the year. The new generation of the Beaujolais wine region. The best recipes from the treasures of mushroom season. Lisbon's sacred Sunday lunch.	12.8.	14.8.
5	week 42	Viini & Ruoka -fair issue. Viinilehti red wine of the year. Italy's legendary wine houses. A gourmand's top destinations in Riga. Vegetarian dishes seasoned to rich perfection.	23.9.	25.9.
6	week 48	Winter issue. Viinilehti best of the best. A wine journey to Washington State. A food traveller's rustic Southern Ireland. Classic sandwiches.	4.11.	6.11.

Advertising sizes and rates

Size	Placement	Advertisement size	Gross price	Guaranteed position
2/1 spread	in text	440 x 280 mm	6 700 €	2/1 Opening spread 7 100 €
1/1 page	in text	220 x 280 mm	3 900 €	1/1 Back cover (220 x 250 mm) 5 350 €
1/2 page	horizontal	220 x 140 mm	2 600 €	1/1 2nd cover 4 550 €
1/2 page	vertical	100 x 280 mm	2 600 €	1/1 3rd cover 4 150 €
1/4 page	vertical	100 x 140 mm	1 420 €	

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

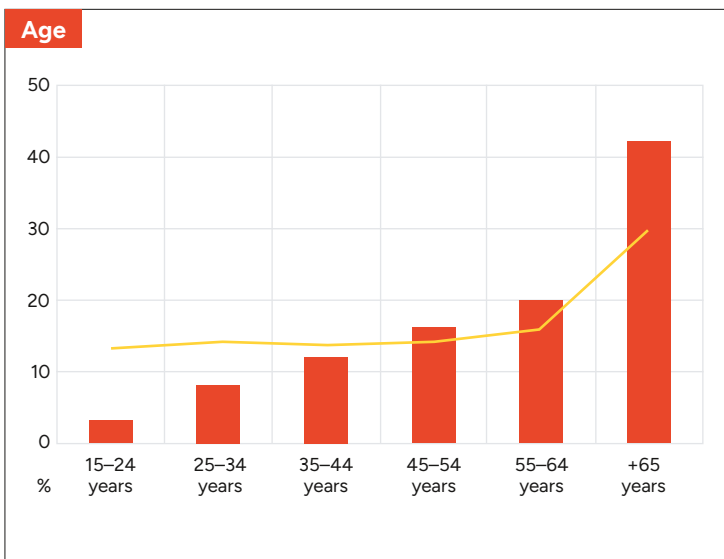
Who likes to get to know wines and wine cultures in their free time and travels. A collector of wine memories.

A knowledgeable enthusiast and wine connoisseur

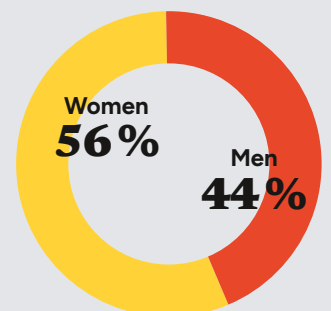
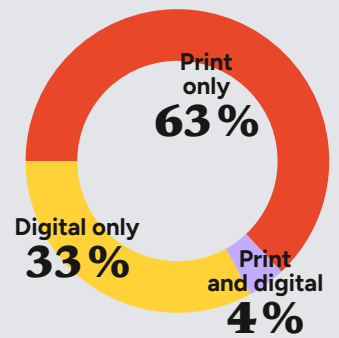
Is endlessly interested in wines and ready to invest time and money in them. A trusted wine connoisseur in their own circle.

Professionally interested in wines

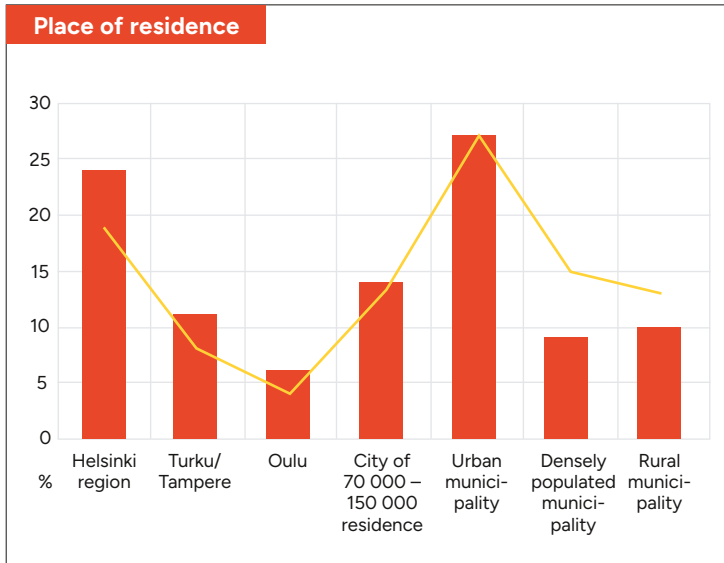
Want to learn more about wines for their current profession or pursue a career path in wine. Follower and pioneer of trends.



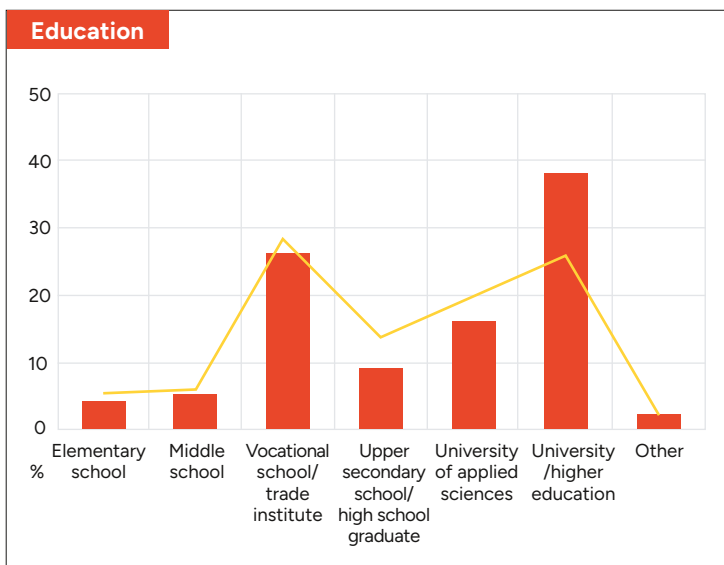
Audience, print and digital



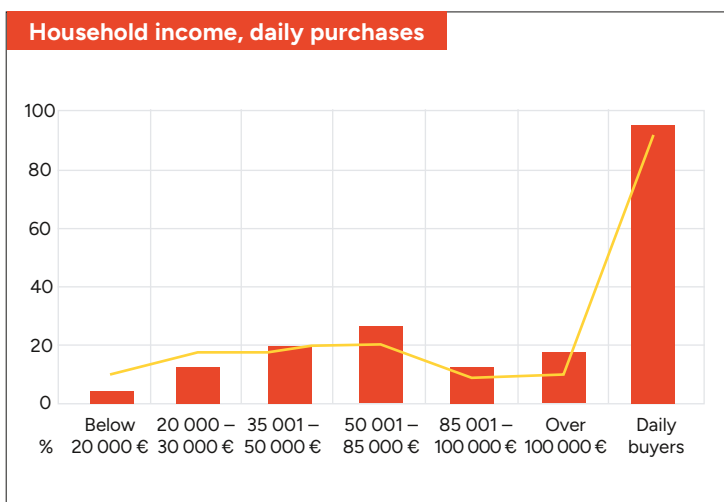
■ Viinilehti readers
 — Population over 15 y



Source: KMT 2024



Source: KMT 2024



Source: KMT 2024

FEEDBACK

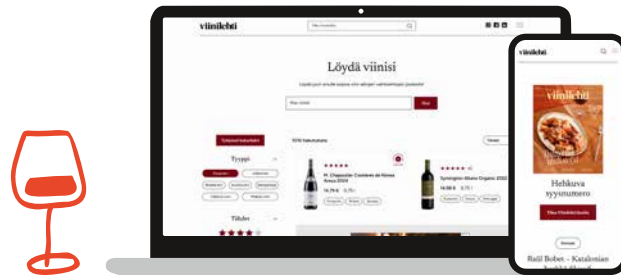
FROM OUR READERS

“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

147 000

Unique visitors weekly

94 000

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

95 000

Open rates on average

30%

Click-Through Rate
(CTR)

2%

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:

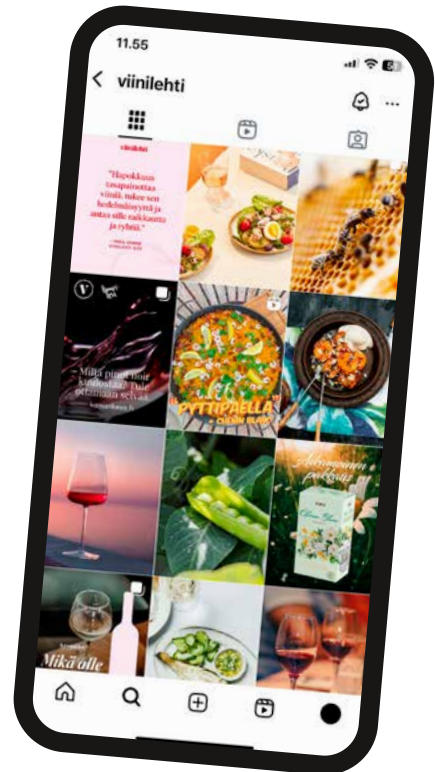
Jerry Karhunen, +358 40 968 6546, jerry.karhunen@viinilehti.fi

Social Media



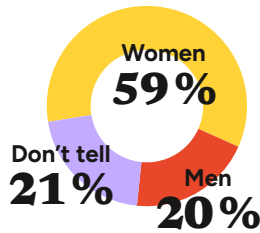
ON OUR SOCIAL MEDIA, you can reach Finland's most passionate and largest wine-loving community. We highlight current wine phenomena, buzz about trends, and celebrate a slightly more wine-inspired everyday life.

f @
Social media followers
35 950



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.

ALL VIINIPODI episodes are available free of charge on Spotify and Viinilehti's Youtube channel.

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

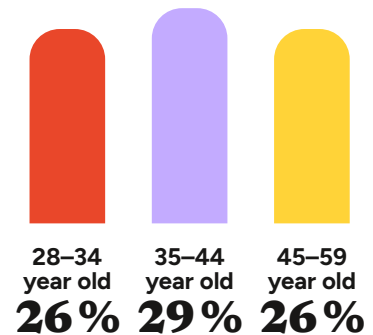
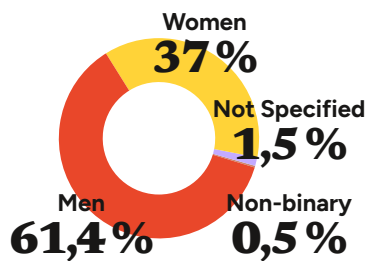


Viinipodi Season 1 total listeners over

10 000

Average listens per episode

1 000



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