FOR FOOD & BEVERAGE PROFESSIONALS

aromi



MEDIA INFORMATION 2027

OFFICIAL MEMBER MAGAZINE
Finlands Bartenders & Supporters Club
Finnish Sommelier Association
Collegium Culinarium

OFFICIAL MEMBER MAGAZINE
Finnish Chefs Association
Suomen Tarjoilijat

ANNIVERSARY YEAR!
Aromi celebrates its 60th volume.

THE LEADING INDEPENDENT HORECA MEDIA IN FINLAND
Reach restaurant and kitchen professionals as well as decision-makers in the food and beverage business.

avecmedia.fi



The Most Valuable Professional Insights for Hospitality Professionals

Welcome to Aromi's inspiring stories! Aromi is a magazine for restaurant and kitchen professionals, while also serving passionate food enthusiasts. Aromi covers the entire hospitality industry, from large-scale kitchens and cafés to fine dining restaurants.

Aromi's extensive beverage content also makes it an essential source of information for beverage professionals across Finland. The Shaker supplement, published as part of the magazine, offers in-depth content on wine, beer, cocktails and spirits.

Aromi is the official professional magazine of several horeca associations, and its readership includes executive chefs, waiters, bartenders, sommeliers and maîtres d'hôtel.

At Aromi, we follow developments and trends in the hospitality industry every day and strive to provide our readers with the latest professional insights. The magazine features engaging interviews and thought-provoking perspectives from leading industry professionals. Readers gain valuable ideas for business development, career advancement and personal well-being at work.

THE LEADING INDEPENDENT RESTAURANT AND BAR INDUSTRY MEDIA IN FINLAND

For professionals, Aromi is a trusted daily companion and a source of inspiration, providing practical tools for success in the kitchen, bar, dining room and management. In addition to the printed magazine, Aromi's content is available through the Avecmedia online platform, newsletters and social media channels. And, of course, at the dazzling annual PRO Gala, where the industry's top talents and behind-the-scenes professionals are celebrated.

Outi Tuomivaara
Editor-in-Chief

Reach your audience across all channels!

15 000

hospitality professionals: chefs, restaurant managers, bartenders, sommeliers, marketers and industry decision-makers.

36,9

minutes is the average reading time of Aromi.
Source: Reader Survey 2023

75 %

of readers use Aromi in their professional work.
Source: Reader Survey 2023

ONLINE 24/7!
Industry news up to date online at avecmedia.fi

EDITORIAL TEAM

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Jaakonkatu 2
01620 Vantaa
KESKISUOMALAINEN MEDIA OY

aromi shaker EVENTO

avec MEDIA .FI PRO EVENTO AWARDS

Multi-Channel Advertising Packages

Consistent, long-term and multi-channel visibility delivers the best results. Take advantage of Aromi's advertising packages to reach thousands of horeca professionals across multiple channels and leave a lasting impression. Choose the package and publication dates that best suit your needs, or let us create a tailored solution together

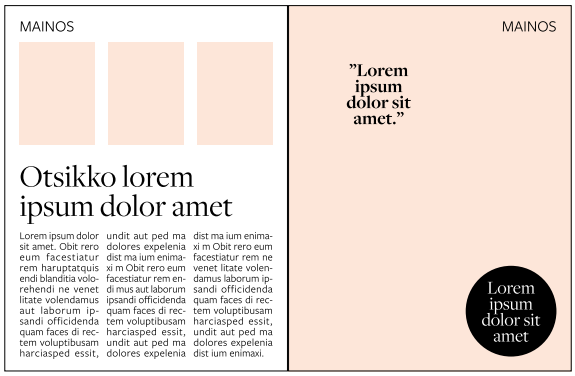
XL - Continuous Visibility	L - Multi-Channel Campaign	M - Seasonal Campaign	S - Tactical Visibility
4 x 1/1 page + newsletter features	2 x 1/1 page + newsletter features	1 x 1/1 page + newsletter feature	1 x 1/2 page + newsletter feature
2 x Maxi-Parade, 4 w	2 x Digital Full Page, 4 w	1 x Double Giant Box, 4 w	1 x Giant Box, 4 w
2 x Digital Full Page, 4 w			
€22,260 (list price €31,800) Discount –30%	€11,700 (list price €15,600) Discount –25%	€5,600 (list price €7,000) Discount –20%	€4,165 (list price €4,900) Discount –15%

MULTI-CHANNEL NATIVE ADVERTISING PACKAGE

Native advertising integrates your message naturally into Aromi's professional media content. Native advertising can be delivered across multiple channels in Aromi magazine and on avecmedia.fi, with additional visibility in the newsletter.

- Print native advertisement in Aromi magazine labelled ADVERTISEMENT
- Digital native advertisement on avecmedia.fi labelled ADVERTISEMENT
- Featured placement in the newsletter
- Utilisation across the advertiser's own media channels
- Prices: Package 1 page: €4,500 (list price €7,500)
  Package 2 pages: €5,500 (list price €9,100)
  Layout and content production: ask for an offer

Native 2 s.



AROMI 2027 | SCHEDULE & THEMES

Issue	Publication Date	Material Deadline	Theme	Additional Information
1	8.1.	16.12.	Fast Food & Cafés	ffcr trade fair issue
2	24.2.	8.2.	Meat & Beer	Shaker Extra / PRO Winners
3	31.3.	10.3.	Business & Leadership	Taste Pro Trade Fair Issue
4	12.5.	23.4.	Barbecue & Summer Beverages	Shaker Extra
5	8.9.	23.8.	Fish & Sustainability	PRO Entry Period Opens
6	13.10.	27.9.	Vegetarian Cuisine & Professional Kitchens	Shaker Extra / Ateria Trade Fair Issue
7	24.11.	8.11.	Lunch & Bakery	PRO Finalists 2028

AROMI MAGAZINE

Technical Specifications

Magazine size 230 x 297mm
Screen ruling 70 lines
Binding Perfect bound

Material Format

Resolution 300 dpi
Colours CMYK*
Profile PSOcoated_v3.icc

*No RGB or spot colours
Please add 5 mm bleed to all advertising materials.

SALES

Ester Auf Der Mauer
Key Account Manager – *Partnerships, Events & Media Sales*
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040 643 3882

Tanja Lukkarinen
Account Manager
tanja.lukkarinen@media.fi
040 529 3628

MATERIAL SUBMISSIONS & SALES TERMS

Materials: Meks Lataamo

Sales Terms: Advertisements may be cancelled up to three business days before the material deadline.

AROMI MAGAZINE | ADVERTISING FORMATS & PRICES | VAT 0%

All print advertising formats include a newsletter feature.

Multi-Channel Print Advertising	Size	Price €
2/1 p.* + newsletter	460 x 297 mm	6 600
1/1 p. takakansi + newsletter	230 x 267 mm	5 200
1/1 p. 2. kansi* + newsletter	230 x 297 mm	5 200
1/1 p. + newsletter	230 x 297 mm	5 000
1/2 p. vaaka + newsletter	230 x 146 mm	3 400
1/2 p. pysty + newsletter	112 x 297 mm	3 400
1/3 p. + newsletter	75 x 297 mm	2 600
1/4 p. + newsletter	93 x 130 mm	2 200
1/8 p. + newsletter	93 x 62 mm	1 800
Native Ad 1 p. + newsletter	230 x 297 mm	5 200
Native Ad 2 p.* + newsletter	460 x 297 mm	6 600
Recipe Native Ad 3 p.*+ newsletter	460 x 297 mm + 230 x 297 mm	11 800
Print Special Solution	**Size**	**Price €**
Half Cover 2 p.*	115 x 297 mm	6 000
Soft Cover 3 p.*	227 × 297 mm + 70–212 × 297 mm	6 000
Half Cover 4 p.*	115 × 297 mm + 70–100 × 297 mm	8 000
Novelty Column	Text & Image	950 / issue
B2B services directory	90 x 90 mm	2 900 / year

Please add 5 mm bleed to all advertising materials.
*Please note perfect binding.

AVECMEDIA.FI | DISPLAY ADVERTISING | SIZES & PRICES

Technical Specifications

Product	Desktop	Mobile	Price €
Topscroll / Midscroll	2560 x 1440 px / 3,5 MB	1080 x 1920 px / 3,5 MB	3 500 / 4 w
Topscroll / Midscroll Video	1920 x 1080 px / 3,5 MB	1080 x 1920 px / 3,5 MB	3 500 / 4 w
Maxi-Parade	980 x 552 px / 200 KB	300 × 600 px / 100 KB	3 100 / 4 w
Maxi-Parade Horizontal Video	16:9 / 30 MB	16:9 / 30 MB	3 100 / 4 w
Digital Full Page	620 x 891 px / 200 KB	300 x 600 px / 100 KB	2 800 / 4 w
Double Giant Box	468 x 600 px / 100 KB	300 x 600 px / 100 KB	2 000 / 4 w
Giant Box Vertical Video	9:16 / 30 MB	9:16 / 30 MB	2 000 / 4 w
Giant Box	468 x 400 px / 100 KB	300 x 300 px / 100 KB	1 500 / 4 w
Vertical Parade	300 x 600 px / 100 KB	300 x 600 px / 100 KB	1 400 / 4 w
Double Giant Box 2	468 x 600 px / 100 KB	300 x 600 px / 100 KB	1 200 / 4 w
Giant Box 2	468 x 400 px / 100 KB	300 x 300 px / 100 KB	900 / 4 w
Homepage Takeover	600 x 700 px / 150 KB	600 x 700 px / 150 KB	800 / day
AVECMEDIA.FI | SPECIAL SOLUTIONS			**Price €**
Avecmedia.fi Native Ad	Ready-Made Content	Ready-Made Content	2 500 / publication
B2B Digital Directory	500 x 500 px	500 x 500 px	2 200 / year
Avecmedia.fi Newsletter			1 400 / newsletter

REQUEST AN OFFER!
Additional covers and inserts for effective marketing.

ADDITIONAL COVERS & INSERTS

Use the magazine for advertising that is guaranteed to be noticed.

- Additional covers, 2 to 4 pages
- Inserts tailored to your needs
- Request an offer

Ask about our other special solutions



AROMIN MAKUPALOJA -NEWSLETTER

A newsletter featuring editorial highlights and advertisers' current messages.

- 15 000 recipients per newsletter
- The advertiser provides the advertiser name, an image or banner (1200 × 800 px, .jpg or .png) or a YouTube video link, concise copy (headline, body text max. 500 characters and CTA), and a landing page URL.
- Price: €1 000 per newsletter
- Package discount: 2 placements –10%, 3 or more placements –20%.

Media information

SALES

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040 643 3882

Tanja Lukkarinen
Account Manager
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040 529 3628

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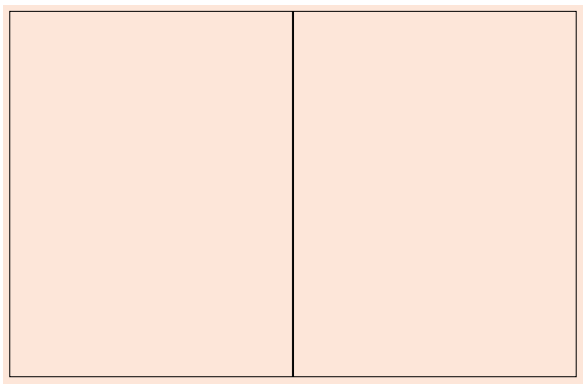
AROMI MAGAZINE / ADVERTISING FORMATS



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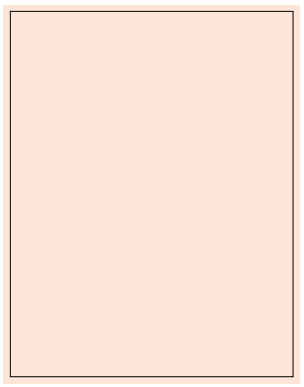

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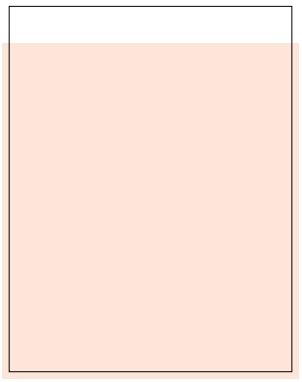

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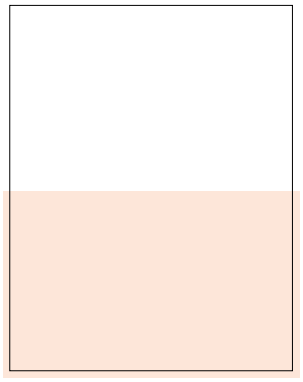
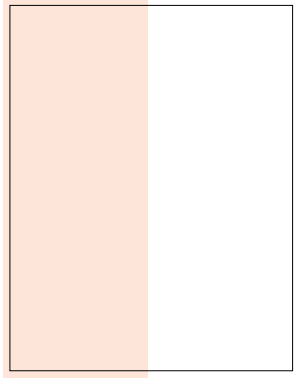
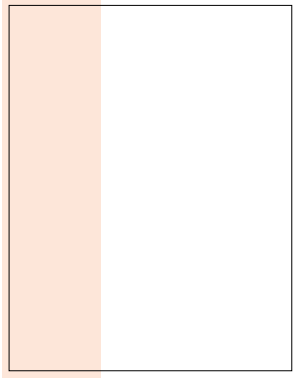


1/2 Horizontal*



1/2 Vertical*



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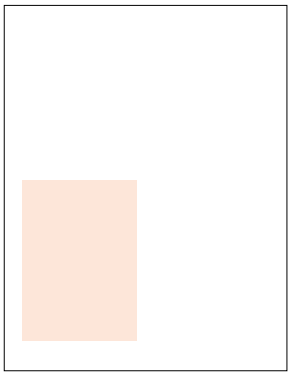

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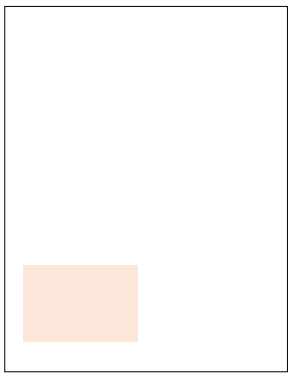

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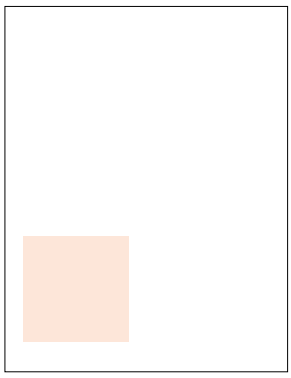
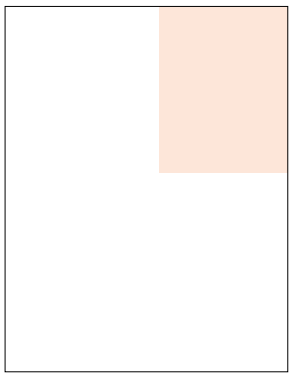


B2B services directory



Novelty Column

SPECIAL SOLUTIONS

Ask about other special solutions
ester.aufdermauer@media.fi

AROMI MAGAZINE / ADDITIONAL COVERS

Half Cover 2 s.*

Half Cover 4 s.*

Half Cover 4 s.*

Soft Cover 3 s.*

*Please add 5 mm bleed.