FOR EVENT PROFESSIONALS

avecmedia.fi

EVENTO

MEDIA INFORMATION 2027

EVENTO 15 YEARS!

OFFICIAL MEMBER MAGAZINE
Event Industry Finland

Network Builder
Inspiring Professional Magazine
Multi-Channel Media

THE LEADING INDEPENDENT MEDIA FOR THE EVENT INDUSTRY

Reach event organizers, event planners, producers, marketers and decision-makers in the industry

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



Insightful and useful information for event professionals

Welcome to Evento's inspiring stories! Evento is a magazine for event professionals, present wherever people meet, from corporate events and staff parties to Christmas celebrations, concerts, conferences, and summer festivals.

At Evento, we follow developments and trends in the event industry every day and strive to provide our readers with the latest useful information. The magazine features engaging interviews and insightful reflections from leading industry professionals. Evento serves readers ranging from CEOs and assistants to event producers and marketing decision-makers.

The magazine's content is designed for practical everyday use. In addition to the printed magazine, Evento's topics are available through Avecmedia's online media, newsletters, and social media channels. And, of course, through Finland's largest competition and gala for event professionals, the Evento Awards.

Outi Tuomivaara
Editor-in-Chief

"I don't know where else I could get such an easy overview of the event industry's news, activities and ideas."
Reader Survey 2024

Evento is considered an entertaining, inspiring and useful source of information.
Reader Survey 2024

Reach your audience across all channels!

15 000
event industry professionals: event organizers, event planners, producers, marketers, and decision-makers

29,5
minutes is the average reading time of Evento*

68 %
of readers use Evento magazine in their work*

+80 %
of readers participate in decision-making*

*Reader Survey 2024

EDITORIAL TEAM

Outi Tuomivaara
Editor-in-Chief
Evento, Aromi, Shaker, Avecmedia.fi
outi.tuomivaara@media.fi
044 550 5184

PUBLISHER

Mediakonserni Keskisuomalainen
Jaakonkatu 2
01620 Vantaa
KESKISUOMALAINEN MEDIA OY

EVENTO aromi shaker
avec MEDIA .FI
EVENTO AWARDS
PRO

PLEASE NOTE!

Multi-channel packages and annual agreements available. Ask for media packages tailored to your needs.

Multi-Channel Advertising packages

Take advantage of Evento's ready-made advertising packages or let us create a tailored solution for your needs.

XL PACKAGE

Continuous Visibility

- 2 × Full-page advertisement + newsletter feature
- 2 × Digital Full Page, 4 weeks
- 2 × Maxi-Parade, 4 weeks

Package price -30%
€14,266 (list price €20,380)

L PACKAGE

Multi-Channel Campaign

- 1 × Full-page advertisement + newsletter feature
- 1 × Digital Full Page, 4 weeks
- 1 × Box, 4 weeks

Package price -25%
€6,443 (list price €8,590)

M PACKAGE

Seasonal Campaign

- 1 × Half-page advertisement + newsletter feature
- 1 × Double Giant Box 2, 4 weeks

Package price -20%
€3,272 (list price €4,090)

S PACKAGE

Tactical Visibility

- 1 × Quarter-page advertisement + newsletter feature
- 1 × Giant Box 2, 4 weeks

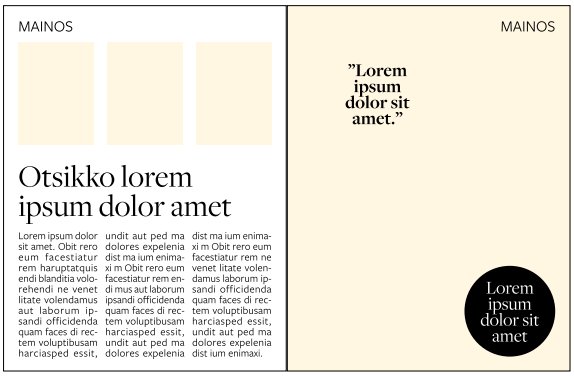
Package price -15%
€2,372 (list price €2,790)

Multi-Channel Native Advertising Package

Native advertising allows you to integrate your message into Evento's professional media content. Native advertising can be implemented across multiple channels in Evento magazine and on the avecmedia.fi online media platform. Your content will also gain visibility in the newsletter.

- Print native advertisement in Evento magazine labelled ADVERTISEMENT
- Digital native advertisement on avecmedia.fi labelled ADVERTISEMENT
- Featured placement in the newsletter
- Utilisation in the company's own media channels
- Prices: Package, 1-page native ad: €4,300 (€6,790)
  Package, 2-page native ad: €5,300 (€8,190)
  Layout and content production for native advertising: ask for an offer

Natiivi 2 s.



EVENTO 2027 / SCHEDULE & THEMES

Issue	Copy Date	Issue Date	Theme	Additional Information
1	15.2.	3.3.	Meetings & Encounters	Evento Awards Finalists / Additional distribution: Congress Fair
2	10.5.	26.5.	Wellbeing at Work & Leadership	Evento Awards Winners / Additional distribution: Kokouspiste Fair
3	30.8.	15.9.	Celebrations & Experiences	Research issue
4	25.10.	10.11.	Culture & Congresses	Additional distribution: Skilla Association

EVENTO MAGAZINE

Technical Specifications

Magazine size 230 x 297 mm
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

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

Ester Auf Der Mauer
Key Account Manager – Partnerships, Events & Media Sales
ester.aufdermauer@media.fi
040 643 3882

MATERIALS & SALES TERMS

Materials: Meks Lataamo

Sales terms: Advertisement cancellations three weekdays before the magazine copy date.

MEDIA INFORMATION **2027**

EVENTO MAGAZINE / ADVERTISING FORMATS & PRICES

Print placements include a newsletter feature.

Multi-Channel Print Advertising	Size	Price €
2/1 p.* + newsletter	460 x 297 mm	5 690
1/1 p. back cover + newsletter	230 x 267 mm	4 490
1/1 p. 2. cover* + newsletter	230 x 297 mm	4 490
1/1 p. + newsletter	230 x 297 mm	4 290
1/2 p. horizontal + newsletter	230 x 146 mm	2 890
1/2 p. vertical + newsletter	112 x 297 mm	2 890
1/3 p. + newsletter	75 x 297 mm	2 290
1/4 p. + newsletter	93 x 130 mm	1 890
1/8 p. + newsletter	93 x 62 mm	1 590
Native Ad 1 p. + newsletter	230 x 297 mm	4 490
Native Ad 2 p.* + newsletter	460 x 297 mm	5 690
Print Special Solutions	**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
B2B services directory	90 x 90 mm	1 900 / 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 Advertisement	Ready-Made Content	Ready-Made Content	2 500 / publication
B2B Digital Directory, Evento	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. Request an offer!

Additional Covers & Inserts

Use the magazine to showcase an advertisement that is sure to get noticed.

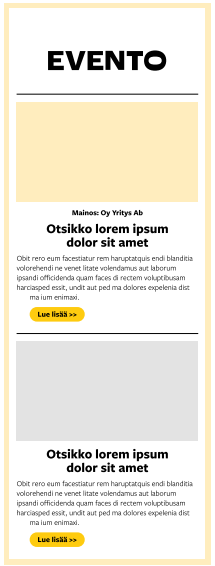
- Additional covers with 2 to 4 pages
- Inserts tailored to your needs
- Request an offer

Ask about other special solutions.

Half Cover 2 s.



Newsletter



Evento Newsletter

A concise information package that brings together current offers, ideas and reminders.

- 15,000 recipients
- The advertiser provides the advertiser name, an image or banner (1200 × 800 px, .jpg or .png) or a YouTube video link, concise text (headline, body text max. 500 characters, CTA) and a landing page URL.
- 890 € per newsletter
- Package discount: 2 placements -10%, 3 or more placements -20%

Media information

SALES

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

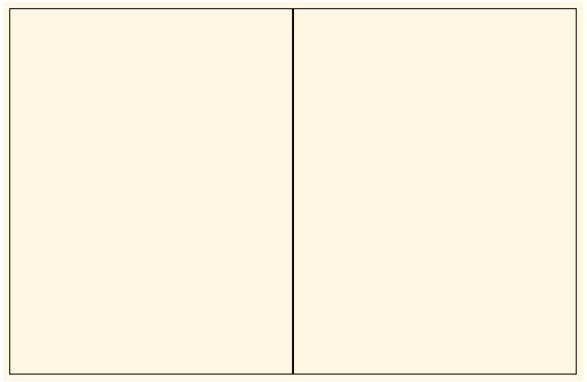
Ester Auf Der Mauer
Key Account Manager – Partnerships, Events & Media Sales
ester.aufdermauer@media.fi
040 643 3882

MATERIALS & SALES TERMS

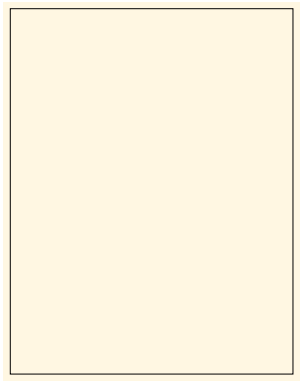
Materials: Meks Lataamo

Sales terms: Advertisement cancellations three weekdays before the magazine copy date.

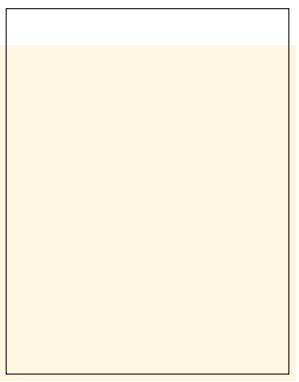
EVENTO MAGAZINE / ADVERTISING FORMATS



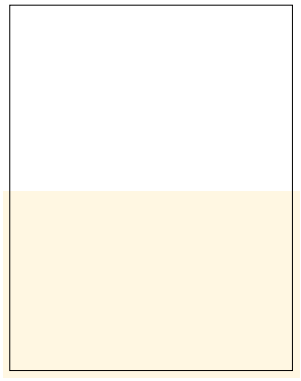
2/1*



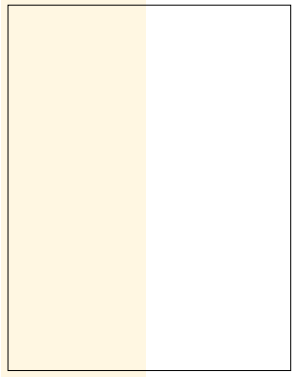
1/1*



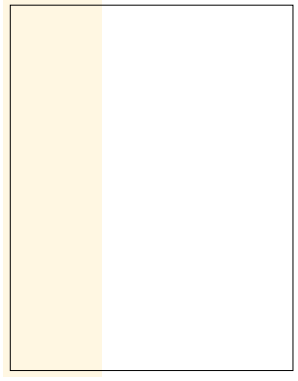
1/1 Back Cover*



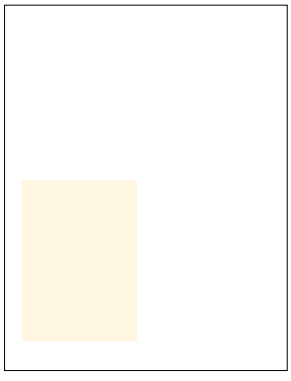
1/2 Horizontal*



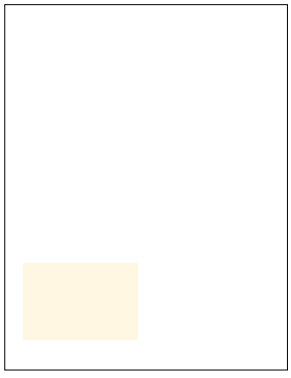
1/2 Vertical*



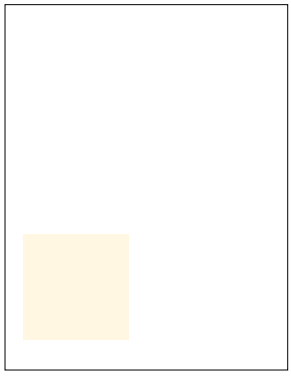
1/3*



1/4



1/8



B2B Digital Directory

SPECIAL SOLUTIONS

Ask about other special solutions

tanja.lukkarinen@media.fi

EVENTO MAGAZINE / ADDITIONAL COVERS

Half Cover 2 p.*

Half Cover 4 p.*

Half Cover 4 p.*

Soft Cover 3 p.*

*Please add 5 mm bleed.