

MEDIA FOR FOOD & DRINK PROFESSIONALS

aromi

& AVEC
MEDIA.FI

THE #1
INDEPENDENT
MEDIA OF THE
HOSPITALITY
INDUSTRY



MEDIA
INFORMATION
2025



REACH ALL PROFESSIONALS WITHIN
THE COMMERCIAL KITCHEN AND
RESTAURANT SECTOR AND
THE DECISION MAKERS WITHIN
THE FOOD AND DRINK BUSINESS

AROMI IS THE MAGAZINE FOR FOOD AND DRINK PROFESSIONALS

Aromi reaches professionals within the professional kitchen and restaurant industry, restaurants, hotels, cafes, transport stations, fast food restaurants, bars, school kitchens, staff restaurants, hospitals, catering services, food and beverage industry, hospitality students, entrepreneurs, industry stakeholders and passionate food enthusiasts. According to our reader survey*, 89% of readers find the content of the magazine to be of high quality and up-to-date and 75% use the information found in Aromi in their work. The majority of readers are decision-makers and professionals making purchasing decisions.

AVECMEDIA.FI IS THE TOP PARTNER FOR PROFESSIONALS

The websites of Aromi, Evento and Shaker magazines have merged into [avecmedia.fi](https://www.avecmedia.fi) online media which is an effective channel you can use to reach food and beverage professionals 24/7.

*Tietoykkönen 2024

AROMI MAGAZINE SCHEDULE 2024

1

Trends. Street Food. Restaurants.

Issue date	29 January
Copy date	7 January

Double issue
Including Shaker magazine!

2

Baking. Treats. Cafés.

Issue date	5 March
Copy date	17 February

Big FFCR fair magazine
FFCR 19–20 March, Helsinki

3

Meat. Sauces. Drinks.

Issue date	16 April
Copy date	31 March

4

Veggie. Take away.

Issue date	28 May
Copy date	12 May

5

Harvest season. Spices. Restaurants.

Issue date	27 August
Copy date	11 August

6

Fish. Sustainability.

Issue date	24 September
Copy date	8 September

7

Digitalisation. Economy. Staff restaurants.

Issue date	22 October
Copy date	6 October

8

Lunch. Professional kitchens.

Issue date	26 November
Copy date	10 November

Special issue for the PRO-competition



PRO-GALA
30 JANUARY 2025

Finlandia Hall,
Helsinki

SALES

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TECHNICAL SPECIFICATIONS

Magazine size: 230 x 297 mm
Raster: 70 lines
Binding: glued
Profile: PS0coated_v3.icc

Please specify the name of the magazine, issue and the advertiser.

Advertisement cancellations three weekdays before the magazine copy date.

MATERIALS

[ilmoitukset\[at\]aromilehti.fi](mailto:ilmoitukset@aromilehti.fi)

DESK EDITORS

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SUBSCRIPTION RATES

Continuous (per year) 100€,
One year 122€,
Single issue 12.90€
Online magazine:
6.90€ and 8 issues 49€
[avecmedia.fi/kauppa](https://www.avecmedia.fi/kauppa)

SUBSCRIPTION SERVICE

Magazine subscriptions and address changes
[tilaajapalvelu\[at\]media.fi](mailto:tilaajapalvelu@avecmedia.fi)

WEBSITE

[avecmedia.fi](https://www.avecmedia.fi)

SOCIAL MEDIA

in @ f X
[@avecmediafi](https://www.instagram.com/avecmediafi)

PUBLISHED BY

Mediakonserni
Keskisuomalainen,
Kamua Helsinki

aromi
EVENTO
shaker

AVECMEDIA.FI

AROMI MAGAZINE

Advertising formats* and rates (VAT 0%)

Double-page spread**	460 x 297 mm	7,900€
Full page back cover	230 x 270 mm	5,100€
Full page 2nd cover**	230 x 297 mm	5,100€
Full page	230 x 297 mm	4,900€
Half page horizontal	230 x 146 mm	2,600€
Half page vertical	112 x 297 mm	2,600€
One-third page	75 x 297 mm	2,000€
Quarter page	93 x 130 mm	1,600€
One-eighth page	93 x 62 mm	1,400€
BtoB services directory	90 x 90 mm	2,900€/year
Novelty column	text and photo	950€/issue

* Please add 5 mm to advertising material for bleed

** Please note the glue binding.

AVECMEDIA.FI

Display advertising prices

Product	Desktop	Mobile	Price
Maxi-parade	980 x 552 px	300 x 300 px	3,000€/month
Digital full-page	620 x 891 px	300 x 600 px or 300 x 431 px	2,600€/month
Giant box	468 x 600 px	300 x 431 px	1,900€/month
Box	468 x 400 px	300 x 300 px	1,400€/month
Vertical parade	300 x 600 px	300 x 600 px	1,200€/kk
Interstitial	600 x 700 px	600 x 700 px	700€/vrk

Native advertising 2,900€/native.

Price includes content producer's work.

More information and technical specifications
avecmedia.fi/mediatiedot

AROMIN MAKUPALOJA -NEWSLETTER

A digital newsletter, which brings together the editors' choices and the topical messages from advertisers.

- 17,000 recipients / newsletter, click-through rate even 25%.
- A good photo/video, a concise text (max 500 characters) and a link needed from the advertiser.
- Price 1,000€ / newsletter, combined with printed adverts -30%.

Advertising in a newsletter
1,000€



Aromi is the official member magazine of the Finnish Chef Association and Suomen Tarjoilijat ry. Aromi is included in the membership fee. The chefs publish their news in Aromi four times a year.



PRO-GALA

Interested in a business partnership? More information
 Account Manager
 Ester Auf Der Mauer,
[ester.aufdermauer\[at\]kamuahelsinki.fi](mailto:ester.aufdermauer[at]kamuahelsinki.fi)

MULTI-CHANNEL ADVERTISING PACKAGES

With multi-channel and long-term visibility you can get the best results. Take advantage of Aromi's advertising packages to reach thousands of hospitality industry professionals and leave a lasting memory with your message. Choose the appropriate package and the desired publication dates or should we design a customized package?

L-PACKAGE

- 2 x Native advertising
- 2 x Full-page
- 2 x Maxi-parade
- 2 x Digital full-page
- 4 x Newsletter

26,700€

rrp 35,600€

-25%

M-PACKAGE

- 1 x Native advertising
- 1 x Full-page
- 2 x Digital full-page
- 2 x Newsletter

13,920€

rrp 17,400€

-20%

S-PACKAGE

- 1 x Full-page
- 1 x Digital full-page
- 1 x Newsletter

7,225€

rrp 8,500€

-15%



GUARANTEED EXPOSURE ON THE COVER

An effective way to stand out – a cover flap guarantees you get noticed! Harness the magazine cover for an advertisement that's sure to get exposure. The flap can be either two or four pages. Ask also for other tailored possibilities.

- Price 2 pages, 7,000€
- Price 4 pages, 10,000€

A card, A4-sized insert, brochure, price list, customer magazine or sample. Loose, bound, glued or foiled. What else? Cover surfaces, additional surfaces, cover flap, specific placements, a native advertisement with a tail – the possibilities are endless!

COMMERCIAL CONTENT THAT REACHES YOUR AUDIENCE

Aromi magazine is just the right media environment for your high-quality commercial content. You can choose a turnkey production or deliver us your ready-made material.

NATIVE ADVERTISING

Native advertising makes your content a part of the professional media content of Aromi. Native advertising can be a multi-channel implementation in the magazine and avecmedia.fi online media. In addition you get visibility for your content also in our newsletter.

- **Print native** in Aromi magazine marked as an ADVERTISEMENT
- **Digital native** on the avecmedia.fi website marked as an ADVERTISEMENT
- **Excerpt in a newsletter**
- Use on the company's own media channels

*Turnkey production includes the content producer's work, the graphic design, media space in the magazine, printing and distribution.

Uutta kasvisruokareseptiikkaa ammattikeittoille

INSPIROIDU FFCR-MESSUILLA

PRICES START AT 5,300€* SPREAD

PRICES START AT 4,200€* PAGE

NATIVE RECIPES

Tell the readers about the versatility of your products in the form of recipes. This entity is an effective way to inspire the readers and get your products on the professional kitchen menus.

- **Print native** in Aromi magazine marked as an ADVERTISEMENT
- **Digital native** on the avecmedia.fi website marked as an ADVERTISEMENT
- **Excerpt in a newsletter**
- Use on the company's own media channels

*Turnkey production includes the content producer's work, the graphic design, media space in the magazine, printing and distribution. Introduction and 4–6 recipes (recipes & photos from the client).

Erotu italialaisella artesaanileivillä

DELICATA PIZZA

SALAMI PIZZA

PRICES START AT 5,900€* 3 PAGES