

FOR EVENTS PROFESSIONALS

Magazine + avecmedia.fi

EVENTO

MEDIA

INFORMATION

NOV 2021

NETWORK BUILDER

INSPIRING PROFESSIONAL MAGAZINE

MULTI-CHANNEL MEDIA



AVEC MEDIA.FI

Evento raises the profile of the event industry and emphasises the importance of encounters as a resource for employees, companies and entire organisations. Evento is a targeted communications channel for professionals.

The #1 media for event professionals

The decision makers and professionals read Evento

Evento's target group is an impressive and diverse group of professionals. The magazine is read by CEOs and executive assistants as well as personnel managers and marketing decision makers. For the advertiser, Evento offers decision makers in the public sector and business world who have the responsibility and decision-making power to purchase and budget for occasions and events.

Evento is proven to be an effective communication channel!

- **According to our reader survey*** Evento magazine reaches decision-makers. Over 80% of the readers are in decision-making roles.
- 2/3 of the respondents said that they use Evento magazine actively in their work.
- The attention value of the advertisements can reach up to 80%.
- Research shows that people enjoy reading a trade magazine.
- Evento is perceived as entertaining, inspiring and useful source of information.

Targeted encounters

Evento connects people both physically and digitally. It offers professionals inspiring content for everyday use. Evento works in print, in live meetings, at avecmedia.fi and in newsletters. Evento also organizes an event industry competition and Evento Awards gala.

*Tietoykkönen 2024

SALES

Tanja Lukkarinen

Account Manager
tanja.lukkarinen[at]kamuahelsinki.fi
+358 40 529 3628

Ester Auf Der Mauer

Account Manager
ester.aufdermauer[at]kamuahelsinki.fi
+358 40 643 3882

TECHNICAL SPECIFICATIONS

Magazine size 230 x 297 mm

Raster 70 lines

Binding glued

Profile PS0coated_v3.icc

MATERIALS

ilmoitukset[at]eventolehti.fi

Please specify the name of the magazine, issue and the advertiser. Advertisement cancellations three weekdays before the magazine copy date.

DESK EDITORS

Outi Tuomivaara

Editor-in-Chief
outi.tuomivaara[at]kamuahelsinki.fi
+358 44 550 5184

SUBSCRIPTION RATES

Continuous (per year) 75€,
One year 95€
Online magazine:
5.90€ and 12 months 29€
avecmedia.fi/kauppa

SUBSCRIPTION SERVICE

Magazine subscriptions and address changes
tilaajapalvelu[at]media.fi

WEBSITE

avecmedia.fi

SOCIAL MEDIA

in @ f X
@avecmediafi

PUBLISHED BY

Mediakonserni
Keski-suomalainen,
Kamua Helsinki

EVENTO
aromi
shaker

AVECMEDIA.FI

Schedule & themes 2025

SPRING

1

Travel & sustainability

Issue date 8 January Copy date 16 December
Extra distribution!

Matka Business Forum 16 January,
Tapahtumateollisuus NYT 27–28 January
and Kokouspiste Messut 3 February

2

Conference & encounters

Issue date 5 March Copy date 17 February
Great trade fair issue!

Kongressi Meetings & Events 19–20 March
and Evento Awards 2025

3

Parties & events

Issue date 21 May Copy date 5 May

AUTUMN

4

Culture & experiences

Issue date 3 September Copy date 18 August
Extra distribution!

Kokouspiste Messut

5

Trends & occupational well-being

Issue date 29 October Copy date 13 October



EVENTO
AWARDS



Evento Awards is on again!

Evento magazine

ADVERTISING FORMATS* AND RATES (VAT 0%)

Full page back cover	230 x 270 mm	5,300€
Full page 2nd cover	230 x 297 mm	4,700€
Full page	230 x 297 mm	4,500€
Half page – horizontal	230 x 146 mm	2,900€
Half page – vertical	112 x 297 mm	2,900€
One-third page	75 x 297 mm	2,300€
Quarter page	93 x 130 mm	1,800€
One-eighth page	93 x 62 mm	1,200€
Module	93 x 30 mm	750€
BtoB advertisement	90 x 90 mm	2,100€ / year

* Please add 5 mm to advertising material for bleed.

Avecmedia.fi

Evento lives online 24/7. Avecmedia is the number one online media for the food, beverage and event industry professionals.

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€ / month
Interstitial	600 x 700 px	600 x 700 px	700€ / day
BtoB advertisement	500 x 500 px	500 x 500 px	2,200€ / year

Native advertising 2,900€ / native.
Price includes content producer's work.

More information and technical specifications
avecmedia.fi/mediatiedot

Multi-channel advertising packages

Multi-channel and long-term visibility is the way to go for the best results. Take advantage of Evento multi-channel advertising packages, which will help you reach thousands of event industry professionals, and you will leave a lasting impression with your message. Choose the most suitable package and the desired publishing dates, or are you up to planning a completely customized package with us?

L-PACKAGE

- 2 x Full page, Evento Magazine
- 2 x Evento Offers Newsletter
- 2 x Avecmedia.fi Box 1 month

L-package
9,900€
rrp 13,580€

M-PACKAGE

- 1 x Full page, Evento Magazine
- 1 x Evento Offers Newsletter
- 1 x Avecmedia.fi Box 1 month

M-package
5,300€
rrp 6,790€

S-PACKAGE

- 2 x Evento Offers Newsletter
- 1 x Avecmedia.fi Box 1 month

S-package
2,600€
rrp 3,180€

**BOOK SPECIFIC PLACEMENTS
WELL IN ADVANCE!**

Commercial content that reaches your audience

Evento 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 Evento. Native advertising can be a multi-channel implementation in Event magazine and avecmedia.fi online media. In addition you get visibility for your content also in our newsletter.

- **Print native** in Evento magazine (spread) 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 (photo production sold separately).

Prices start at 4,400€ spread

Easy marketing solution for the whole year

Reach event buyers in both print and digital channels.

Print + digital directory

Visibility throughout the year in the industry's leading media: print + digital now for a combined price of 3,500€ / year (rrp 4,300€).



B2B service directory in Evento magazine

The **B2B service directory** is a basic part of Evento. The directory is an regular reminder of the company, in every issue of the magazine, throughout the year. The directory features all the key players of the industry divided into sectors, making the companies and their contact details easy to find.



- Size 90 x 90 mm, price 2,100€ / year



B2B digital directory in avecmedia.fi

B2B digital service directory creates new opportunities as your services can be found by thousands of events organizers and subscribers.

- The directory pages are part of avecmedia.fi online media
- Readers are directed to the directory pages from the monthly Evento Offers newsletters and from the QR code found in the Evento magazine
- Size 500 x 500 px, price 2,200€ / year



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, 6,800€
- Price 4 pages, 9,800€

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!



EVENTO offers

Offers, ideas, reminders

Evento Offers is a precise, catchy information package for its readers and an advertising channel exactly right for you. The themed newsletter gathers current offers, ideas and reminders in one place.

- Published on every other Tuesday and re-released on Thursday.
- 18,000–20,000 recipients/letter, click-through rate 20–25%.
- Limited number of spaces for advertisers, max. 5 per newsletter.
- 890€ / letter.

EVENTO date

Encounters and networking

Evento Date is an event for readers. It is always productive and organised in co-operation with our partners. Do you have a good idea and time to make it happen? Let's work together!



EVENTO AWARDS

The Awards of the event industry

The **Evento Awards** is competition for different areas of event production. There are also separate categories for the best venue of the year, event strategy and for the people behind the scenes. The categories are renewed from time to time to reflect developments in the event industry. The series are selected in consultation with the event industry and the stakeholders. Wide visibility increases competition and also the appreciation of the finalists and winners.

Read more about the Evento Awards!



Interested in a partnership?
Ask us more! Account Manager
Tanja Lukkarinen
tanja.lukkarinen[at]kamuahelsinki.fi

