

PROFESSIONAL MEDIA FOR  
THE ALCOHOL SERVING INDUSTRY

# shaker

**MEDIA  
INFORMATION**

**AVEC  
MEDIA.FI**



Official member  
magazine of  
Finland  
Bartenders' and  
Supporters'  
Club!

# AROMI

REACH THE TOP TIER OF  
FINNISH ALCOHOL SERVING INDUSTRY  
Licensed restaurants  
and Alko stores in  
Finland, members and  
subscribers from FSBK,  
Finnish Sommelier  
Association and  
Collegium Culinarium.

## SCHEDULE

**1** **LOW & NO**  
Issue date 29 January  
Copy date 13 January  
FFCR fair issue,  
FFCR 19–20 March, Helsinki

Double issue:  
Including Aromi  
Magazine!

**2** **SUMMER EXTRA**  
Issue date 7 May  
Copy date 17 April

**3** **WINTER EXTRA**  
Issue date 12 November  
Copy date 27 October



# Reach your customers all year around

Shaker magazine, newsletter and avecmedia.fi.

## ADVERTISING FORMATS AND RATES\* (VAT 0%)

Double-page spread	460 x 297 mm	3,500€
Full page back cover	230 x 270 mm	2,900€
Full page 2nd cover	230 x 297 mm	2,700€
Full page	230 x 297 mm	2,600€
Half page – horizontal	230 x 146 mm	1,600€
Half page – vertical	112 x 297 mm	1,600€
One-third page	75 x 297 mm	1,300€
Quarter page	93 x 130 mm	1,100€

- Please add 5 mm to advertising material for bleed.
- Special placements and sizes upon separate agreement.
- Inserts – request an offer!

**NOTE! Advertisement for spirits can be published in Shaker magazine if complying with the Finnish law and instructions from the authorities.**

## TECHNICAL SPECIFICATIONS

Magazine size: 230 x 297 mm, raster: 70 lines, binding: glued, profile: PS0coated\_v3.icc

- Copy: ilmoitukset[at]aromilehti.fi
- Please specify the name of magazine, issue and the advertiser.
- Cancel advertisements three weekdays before magazine's copy date.
- Complaints must be made within 14 days of publication.

Subscription 49€ / year

## SHAKER NOVELTY COLUMN

**Launching something new?** Use Shaker's novelty column. Book a space, send your text and image. Please note the limited number of available spaces per each magazine. **Price 500€ / magazine.**

## NEWSLETTER

Shaker's newsletter is a regularly published electronic newsletter, which brings together editorial picks and advertisers' current news. Please note the limited number of advertising spaces per newsletter.

- Newsletter reaches approximately 5,000 professionals and the click-through rate is 25–30%. **Price 650€ / post.**
- Please specify advertiser, link to landing page and issue date.
- **For print advertisers, newsletter visibility 500€.**

## CONTACT US

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## Social media

in @f X  
@avecmediafi

## Publisher

Mediakonserni Keskisuomalainen, Kamua Helsinki

# Native advertising

Print native in Shaker magazine.



Native advertising makes your content a part of the professional media content of Shaker.

- **Print native** in Shaker magazine 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.

# avecmedia.fi

Shaker lives online 24/7.

Avecmedia is the number one online media for professionals within the food, beverage and event industry. Take advantage of the visibility it offers for brand communication, products, services and events. Let's design an addictive entity together!

## 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

## DIGITAL NATIVE – COMMERCIAL ARTICLE ONLINE

A commercial article on avecmedia.fi is a great way to tell e.g. about the brand and events.

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

NOTE! In Avecmedia, you can advertise products with less than 22% alcohol in accordance with Finnish law and the instructions of the authorities.

**More information and technical specifications**  
[avecmedia.fi/mediatiedot](https://avecmedia.fi/mediatiedot)

AVECMEDIA.FI

shaker

Shaker co-operates with  
Finlands Bartenders &  
Supporters Club FBSK.

