

MEDIA FOR FOOD & DRINK PROFESSIONALS

aroma

shaker

**MEDIA
INFORMATION
2026**



**THE INDEPENDENT MEDIA LEADER
IN THE HORECA SECTOR!**

Reach restaurant and kitchen professionals
as well as decision-makers in the food and
beverage business



The most valuable information for restaurant professionals

Welcome to the delicious stories of Aromi! Aromi is a magazine for restaurant and kitchen professionals that also serves passionate food enthusiasts. Aromi covers the entire restaurant industry, from commercial kitchens to cafés and fine dining.

In 2026, Aromi will be revamped and will expand its readership to include more beverage professionals.

The acclaimed, beverage-focused magazine Shaker will become part of Aromi, and going forward the magazine will cover a wide range of topics, including wine, beer, cocktails, and spirits, in an informative and reader-friendly way. Food and drink under one cover. These topics complement each other, just like in a restaurant.

At Aromi, we follow developments and trends in the HoReCa industry every day and strive to

provide our readers with the latest useful information. The magazine contains many interesting interviews and insightful reflections from leading figures in the industry. The articles provide valuable insights for developing your business as well as advancing and enjoying your own career.

For professionals, Aromi is a great everyday companion and source of inspiration, full of tools for professional development in the kitchen, bar, dining room, and management.

In addition to the print magazine, Aromi's topics can also be found in Vecmedia's online media, newsletters, and social media.

And, of course, at the most dazzling PRO gala of the year.

"HELSINGIN SANOMAT OF THE HORECA SECTOR."

Aromi's advertiser

Outi Tuomivaara
Editor-in-Chief

THE LEADING INDEPENDENT MEDIA IN THE RESTAURANT AND BAR INDUSTRY IN FINLAND.

Reach your audience across all channels!

36.9

minutes is the average reading time for Aromi.

Source: Reader survey 2024

1,000

Chefs as readers. Aromi is the member magazine of Finnish Chefs Association!

75%

of readers use Aromi magazine in their work.

Source: Reader survey 2024

24/7 ONLINE!

Industry news up to date online, avecmedia.fi

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Sörnäistenkatu 1
00530 Helsinki



AROMI MAGAZINE | SCHEDULE & THEMES

| Issue | Copy date | Issue date | Theme | |
|-------|-----------|------------|--|--|
| 1 | 17.12. | 14.1. | Trends. Street Food. Bars. | Shaker extra / FFCR trade fair issue |
| 2 | 9.2. | 25.2. | Meat. Sauces. | Gastro trade fair issue |
| 3 | 19.3. | 8.4. | Cafés. Cocktails. Beer. | Shaker extra |
| 4 | 11.5. | 27.5. | Vegetarian. Baking. | |
| 5 | 3.8. | 19.8. | Harvest season. Spices. Wine. | Shaker extra |
| 6 | 7.9. | 23.9. | Fish. Responsibility. Staff restaurants. | |
| 7 | 5.10. | 21.10. | Machines and equipment. Beverages. | Shaker extra / Ateria fair issue / Research issue |
| 8 | 9.11. | 25.11. | Lunch. Tableware. Professional kitchens. | PRO gala issue |

AROMI MAGAZINE | ADVERTISING FORMATS & PRICES

| Format | Size | Price |
|--------------------------------------|---------------------------------|-------------|
| Spread* | 460 x 297 mm | 6,900€ |
| Full page back cover* | 230 x 267 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€ |
| B2B services directory | 90 x 90 mm | 2,900€/year |
| Novelty column | text & photo | 950€/issue |
| Half cover 2 pages* | 115 x 297 mm | 6,000€ |
| Soft cover 3 pages* | 230 x 297 mm + 120–210 x 297 mm | 6,000€ |
| Half cover 4 pages* | 115 x 297 mm + 50–100 x 297 mm | 8,000€ |
| Native advertisement 1 page | 230 x 297 mm | 4,200€ |
| Native advertisement 2 pages* | 460 x 297 mm | 5,300€ |
| Recipe native advertisement 3 pages* | 460 x 297 mm + 230 x 297 mm | 5,900€ |

Please add 5 mm to advertising material for bleed. *Please note glued binding.

AVECMEDIA.FI | DISPLAY ADVERTISING | SIZES & PRICES

| Product | Desktop | Mobile | Price |
|---------------------|----------------|------------------------------|--------------|
| Maxi-parade | 980 x 552 px | 300 x 300 px | 3,100€/month |
| Topscroll/midscroll | 2560 x 1440 px | 1080 x 1920 px | 3,500€/month |
| Digital full-page | 620 x 891 px | 300 x 600 px or 300 x 431 px | 2,800€/month |
| Giant box | 468 x 600 px | 300 x 431 px | 2,000€/month |
| Box | 468 x 400 px | 300 x 300 px | 1,500€/month |
| Giant box 2 | 468 x 600 px | 300 x 431 px | 1,200€/month |
| Box 2 | 468 x 400 px | 300 x 300 px | 900€/month |
| Vertical parade | 300 x 600 px | 300 x 600 px | 1,400€/month |
| Interstitial | 600 x 700 px | 600 x 700 px | 900€/day |

AROMI MAGAZINE

Technical specifications

Magazine size 230 x 297 mm

Raster 70 lines

Binding glued

Material format

Resolution 300 dpi

Colors CMYK*

Profile PS0coated_v3.icc

*No RGB or spot colors

NOTE!
Multi-channel packages
and annual contracts
– ask for media
packages tailored
to your needs!

**REQUEST
AN OFFER!**
Additional covers
and attachments for
effective marketing –
request an offer!

SALES

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MATERIALS & SALES TERMS

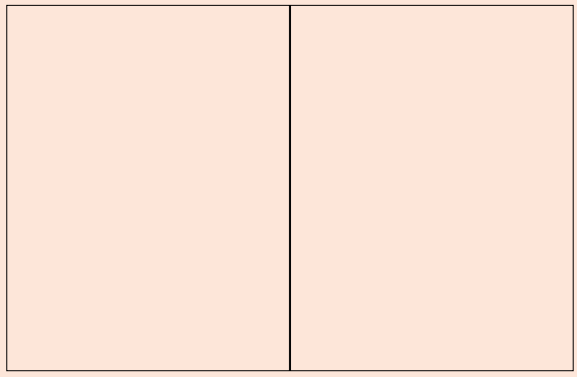
When submitting materials, please include the name of the magazine, issue and advertiser.

Aromi mediaaineistot@kamuahelsinki.fi

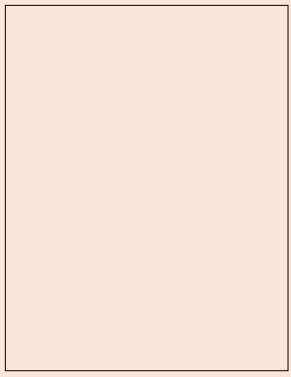
Avecmedia avecaineistot@kamuahelsinki.fi

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

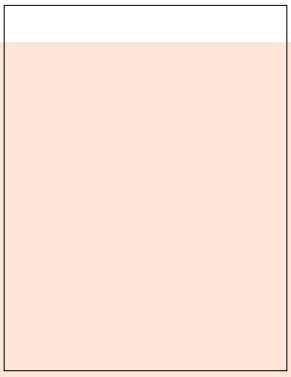
AROMI MAGAZINE | ADVERTISING FORMATS



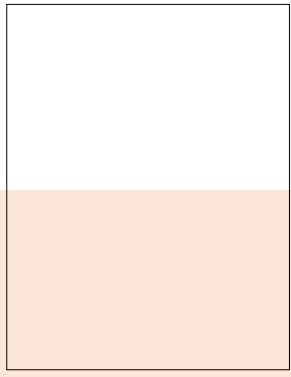
Spread*



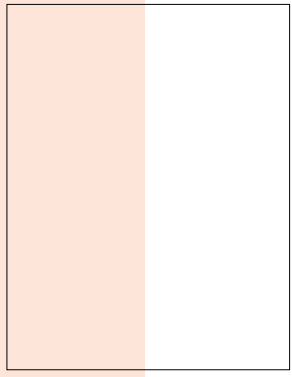
Full page*



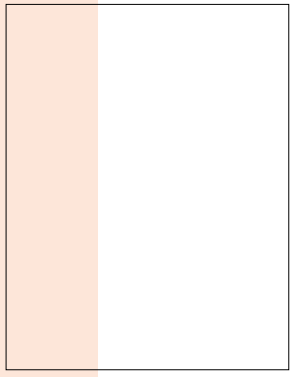
Full page back cover*



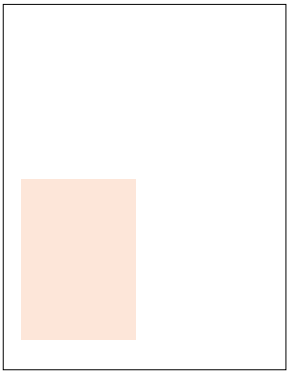
Half page – horizontal*



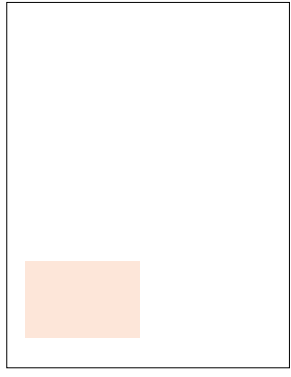
Half page – vertical*



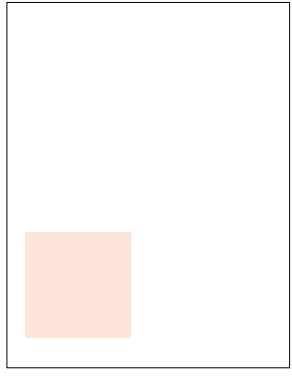
One-third page*



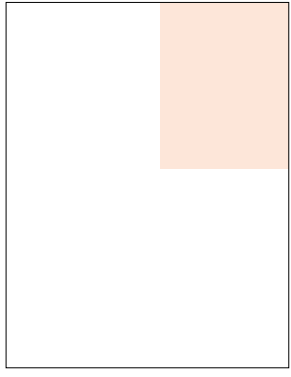
Quarter page



One-eighth page



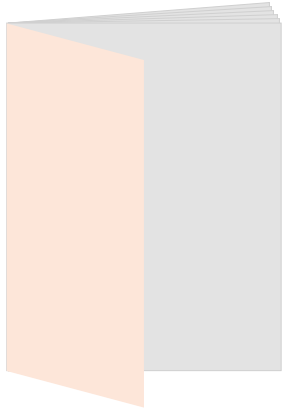
B2B services directory



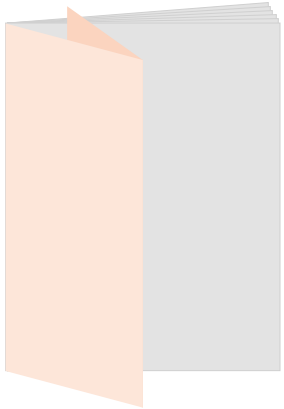
Novelty column

SPECIAL SOLUTIONS
Ask about other special solutions
ester.aufdermauer@kamuahelsinki.fi

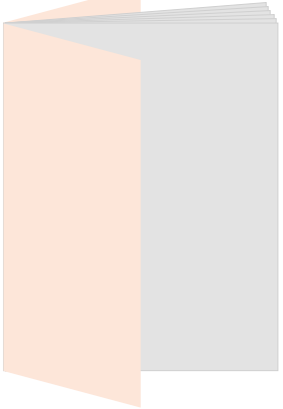
AROMI MAGAZINE | ADDITIONAL COVERS



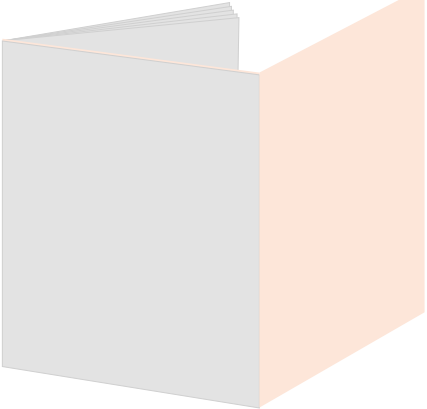
Half cover 2 pages*



Half cover 4 pages*



Half cover 4 pages*



Soft cover 3 pages*

*Please add 5 mm to advertising material for bleed.

Multi-channel advertising packages

Multi-channel and long-term visibility yield the best results. Take advantage of Aromi's advertising packages to reach thousands of professionals in the Ho-ReCa industry through multiple channels and leave a lasting impression with your message. Choose the right package and your desired publication dates. Or let's design together a package tailored to your needs!

| L package | M package | S package |
|---|---|---|
| 2 x Native advertising | 1 x Native advertising | 1 x Full page |
| 2 x Full page | 1 x Full page | 1 x Digital full-page |
| 2 x Maxi-parade | 2 x Digital full-page | 1 x Newsletter |
| 2 x Digital full-page | 2 x Newsletter | |
| 4 x Newsletter | | |
| 27,150€ (rrp 36,200€) Package price -25% | 14,240€ (rrp 17,800€) Package price -20% | 7,395€ (rrp 8,700€) Package price -15% |

NATIVE ADVERTISING

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

- Print native ad in Aromi magazine with the label ADVERTISEMENT
- Digital native ad on the avcmedia.fi website with the label ADVERTISEMENT
- Featured in the newsletter
- Utilization in the company's own media channels
- Price starting from 4,200€

Production includes content creation, graphic design, media space in the magazine, printing, and distribution.

ADDITIONAL COVERS & INSERTS

Harness the magazine for an advertisement that is sure to get noticed.

- Additional cover with 2-4 pages.
- Appendices according to your needs.
- Request an offer.

Ask about other custom solutions.

AROMIN MAKUPALOJA NEWSLETTER

A newsletter that brings together editorial picks and current messages from advertisers.

- 15,000 recipients per newsletter, open rate up to 25%.
- Good photo/video from the advertiser, concise text (max. 500 characters) and link.
- Price 1,000€ per issue, 30% discount in connection with print advertising.
- Volume discount 2 issues 10%, 3 issues or more 20%.

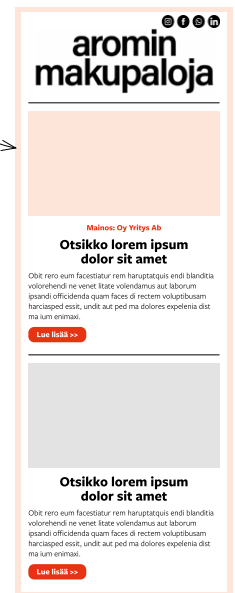


Native advertisement
2 pages

Newsletter



Half cover 2 pages



SALES

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When submitting materials, please include the name of the magazine, issue and advertiser.

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Avcmedia avcaineistot@kamuahelsinki.fi

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