

**MEDIA FOR FOOD & DRINK PROFESSIONALS**

# avecmedi

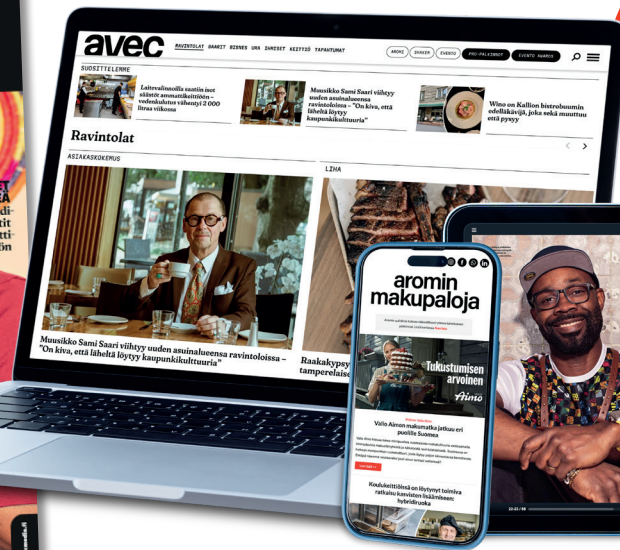
shaker

**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

**W**elcome 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.**

**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](http://avecmedia.fi)

**DESK EDITORS**

**Outi Tuomivaara**  
Editor-in-Chief  
Aromi, Shaker, Evento, Vecmedia.fi  
outi.tuomivaara@media.fi  
+358 44 550 5184

**PUBLISHER**

Mediakonserni Keski-suomalainen  
Jaakonkatu 2  
01620 Vantaa



**AROMI MAGAZINE | SCHEDULE & THEMES**

Issue	Copy date	Issue date	Theme	
1	17.12.	14.1.	Trends. Street Food. Bars.	<b>Shaker extra</b> / FFCR trade fair issue
2	9.2.	25.2.	Meat. Sauces.	Gastro trade fair issue
3	19.3.	8.4.	Cafés. Cocktails. Beer.	<b>Shaker extra</b>
4	11.5.	27.5.	Vegetarian. Baking.	
5	3.8.	19.8.	Harvest season. Spices. Wine.	<b>Shaker extra</b>
6	7.9.	23.9.	Fish. Responsibility. Staff restaurants.	
7	5.10.	21.10.	Machines and equipment. Beverages.	<b>Shaker extra</b> / 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

**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!

**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

**SALES**

**Ester Auf Der Mauer**  
Key Account Manager – Partnerships,  
Events & Media Sales  
ester.aufdermauer@media.fi  
+358 40 643 3882

**Tanja Lukkarinen**  
Account Manager  
tanja.lukkarinen@media.fi  
+358 40 529 3628

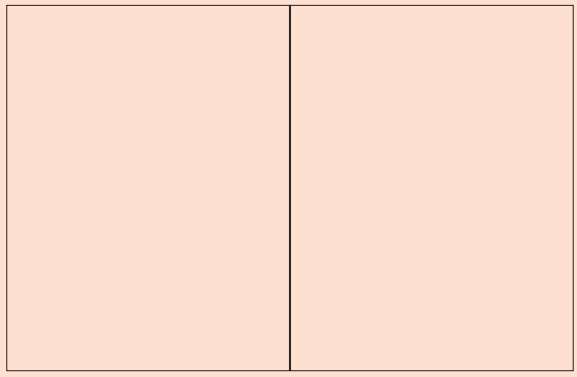
**MATERIALS & SALES TERMS**

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

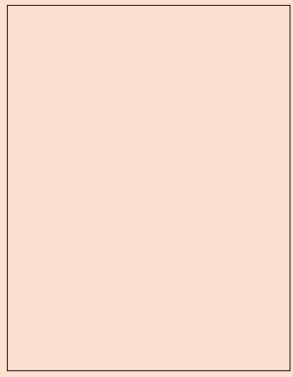
**Aromi** avecaineistot@media.fi  
**Avecmedia** avecaineistot@media.fi

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

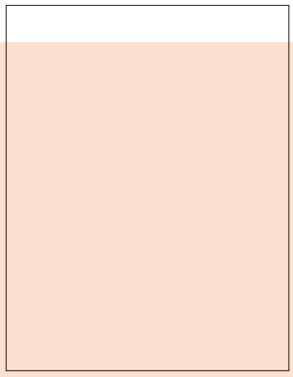
**AROMI MAGAZINE | ADVERTISING FORMATS**



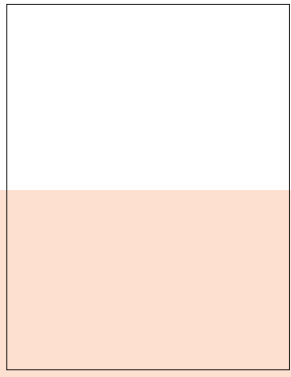
Spread\*



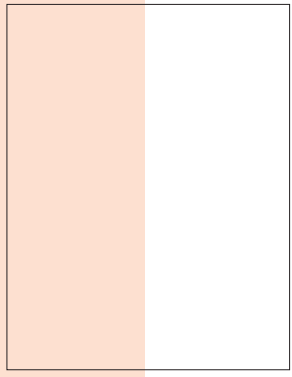
Full page\*



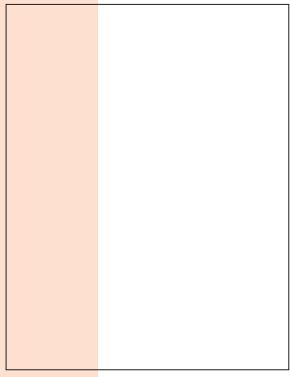
Full page back cover\*



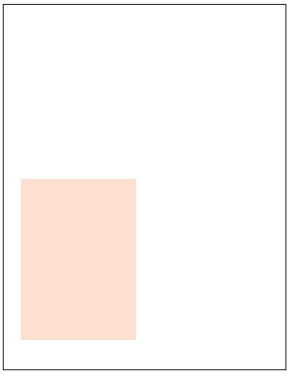
Half page – horizontal\*



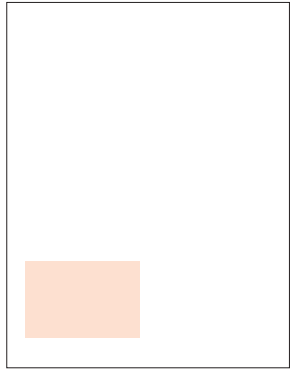
Half page – vertical\*



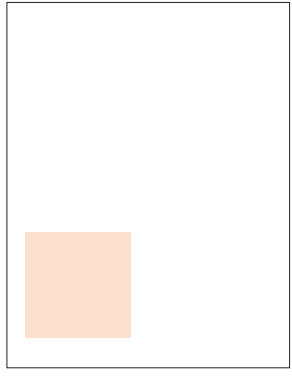
One-third page\*



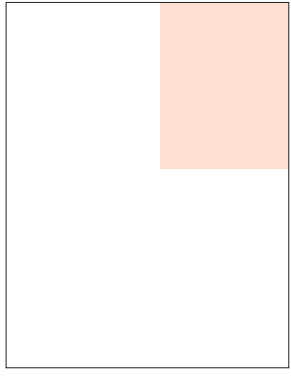
Quarter page



One-eighth page



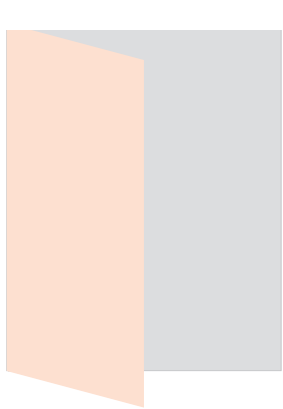
B2B services directory



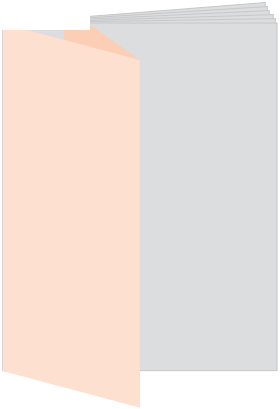
Novelty column

**SPECIAL SOLUTIONS**  
Ask about other special solutions  
[ester.aufdermauer@kamuahelsinki.fi](mailto:ester.aufdermauer@kamuahelsinki.fi)

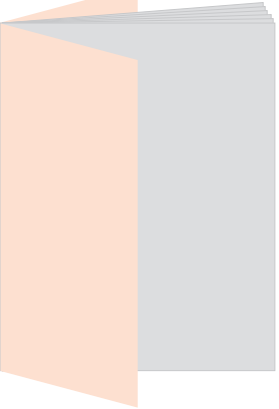
**AROMI MAGAZINE | ADDITIONAL COVERS**



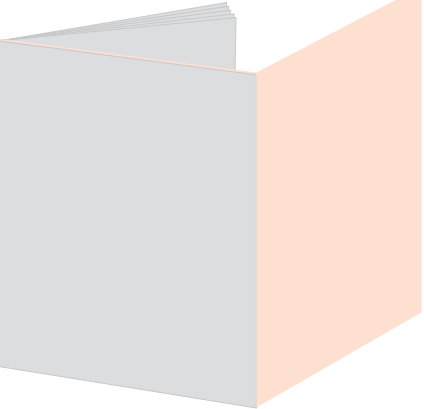
Half cover 2 pages\*



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

**M**ulti-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		
<b>27,150€ (rrp 36,200€)</b> <b>Package price -25%</b>	<b>14,240€ (rrp 17,800€)</b> <b>Package price -20%</b>	<b>7,395€ (rrp 8,700€)</b> <b>Package price -15%</b>

## 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 [avecmedia.fi](http://avecmedia.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 [avecmedia.fi](http://avecmedia.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%.

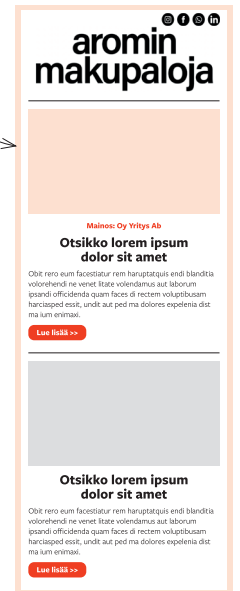


Native advertisement  
2 pages

Newsletter



Half cover 2 pages



## SALES

**Ester Auf Der Mauer**  
Key Account Manager – Partnerships,  
Events & Media Sales  
[ester.aufdermauer@media.fi](mailto:ester.aufdermauer@media.fi)  
+358 40 643 3882

**Tanja Lukkarinen**  
Account Manager  
[tanja.lukkarinen@media.fi](mailto:tanja.lukkarinen@media.fi)  
+358 40 529 3628

## MATERIALS & SALES TERMS

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

**Aromi** [avecaineistot@media.fi](mailto:avecaineistot@media.fi)  
**Avecmedia** [avecaineistot@media.fi](mailto:avecaineistot@media.fi)

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