

FOR EVENTS PROFESSIONALS

avecmedia.fi

EVENTO

Media
information
2026



Network builder
Inspiring professional magazine
Multi-channel media



Insightful and useful information for event professionals

Welcome to Evento's inspiring stories! Evento is a magazine for event professionals that covers everything from corporate events and staff parties to Christmas parties, concerts, conferences, and summer festivals.

At Evento, we follow developments and trends in the event 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 magazine serves readers ranging from CEOs to assistants and from event producers to marketing decision-makers. Evento's articles are designed for everyday use.

In addition to the printed magazine, Evento's topics are also available on Avecmedia's online media, in newsletters, and on social media. And, of course, at Finland's largest competition and gala for event professionals, the Evento Awards.

"I don't know where else I could get such an easy overview of the event industry's news, activities, and ideas."

Reader survey 2024

Evento is considered an entertaining, inspiring and useful source of information.

Reader survey 2024

29.5

minutes is the average reading time*

68%

of readers use Evento magazine in their work*

+80%

of readers participate in decision-making*

*Reader survey 2024

Industry news up to date online 24/7 avecmedia.fi

DESK EDITORS

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PUBLISHER

Mediakonserni Keskisuomalainen

Jaakonkatu 2

01620 Vantaa

EVENTO

aromi

shaker

avec MEDIA .FI

EVENTO AWARDS

Kamua Helsinki

MEDIA INFORMATION 2026

EVENTO MAGAZINE / SCHEDULE & THEMES

Issue	Copy date	Issue date	Theme	
1	16.2.	4.3.	Trends & event venues	Evento Awards finalists / Congress Fair
2	4.5.	20.5.	Occupational well-being & human resource management	Evento Awards winners
3	17.8.	2.9.	Events & technology	Kokouspiste Fair
4	19.10.	4.11.	Tourism & experiences	TaTe Nyt 2027 / Kokouspiste Fair 2027

EVENTO MAGAZINE / ADVERTISING FORMATS & PRICES

Format	Size	Price
Spread*	460 x 297 mm	5,900€
Full page back cover*	230 x 267 mm	4,100€
Full page 2nd cover*	230 x 297 mm	4,100€
Full page	230 x 297 mm	3,900€
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	1,200€
B2B advertisement	90 x 90 mm	1,900€/year
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	4,400€

Please add 5 mm to advertising material for bleed.

*Please note glued binding.

PLEASE 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!

AVEC MEDIA.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	800€/day
B2B advertisement	500 x 500 px	500 x 500 px	2,200€/month

EVENTO MAGAZINE

Technical specifications

Magazine size 230 x 297 mm

Raster 70 lines

Binding glued

Material format

Resolution 300 dpi

Colors CMYK*

Profile PS0coated_y3.icc

*No RGB or spot colors

SALES

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MATERIALS & SALES TERMS

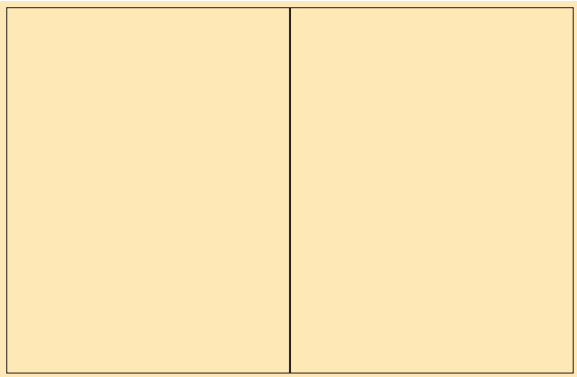
When submitting materials, please include the name of the magazine, issue and advertiser.

Evento avecaineistot@media.fi

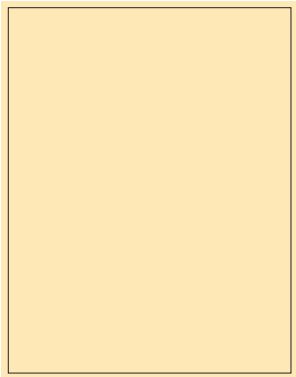
Avecmedia avecaineistot@media.fi

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

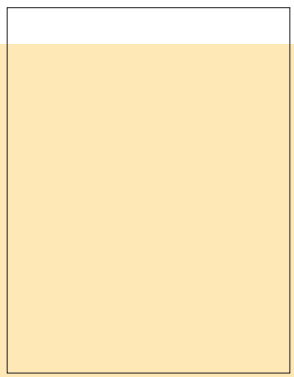
EVENTO MAGAZINE / ADVERTISING FORMATS



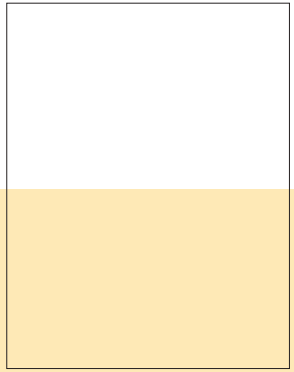
Spread*



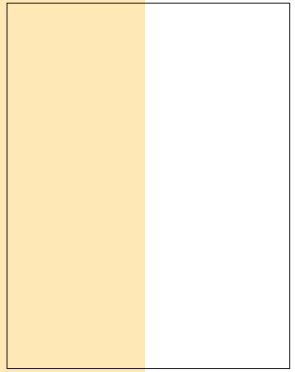
Full page*



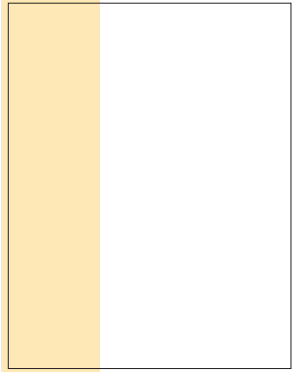
Full page back cover*



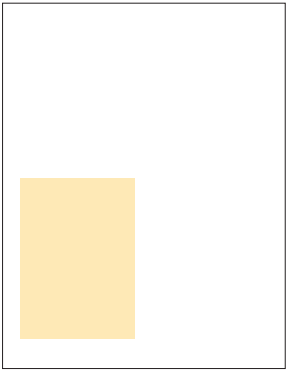
Half page – horizontal*



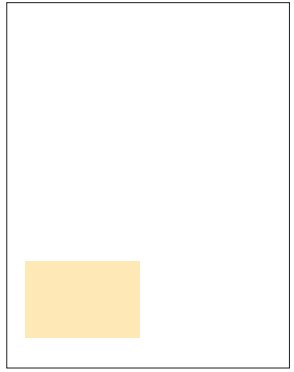
Half page – vertical*



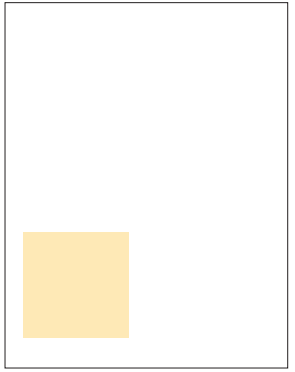
One-third page*



Quarter page



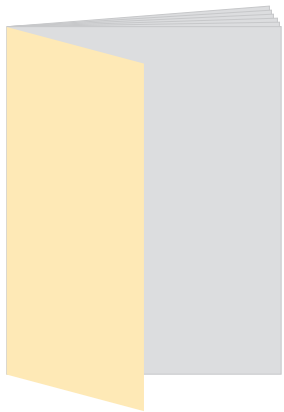
One-eighth page



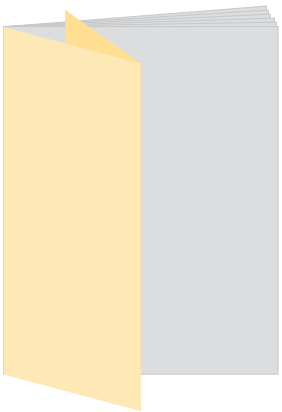
B2B advertisement



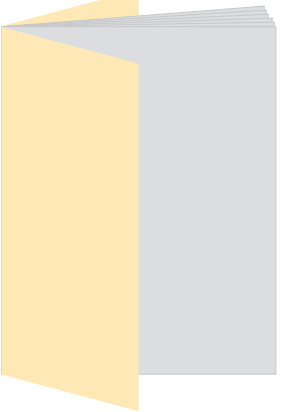
EVENTO MAGAZINE / ADDITIONAL COVERS



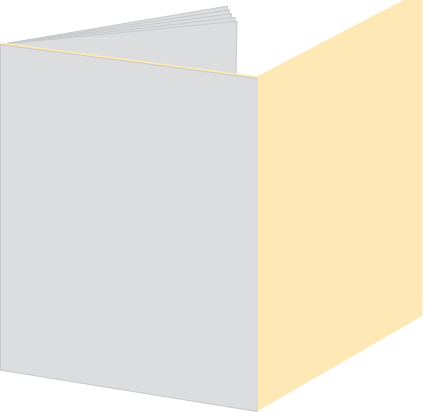
Half cover 2 pages*



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

Take advantage of Evento's ready-made advertising packages or let's create together a custom package tailored to your needs.

L PACKAGE

Visibility throughout the event year.

- 2 x Native advertising
- 1 x Maxi-parade for 1 month
- 1 x Giant box for 1 month
- 2 x Newsletter

Package price -20%
12,544€ (rrp 15,680€)

M PACKAGE

Effectiveness during the most important season.

- 1 x Native advertising
- 1 x Giant box for 1 month
- 1 x Newsletter

Package price -15%
6,197 € (rrp 7,290€)

S PACKAGE

Support for tactical marketing.

- 1 x Newsletter
- 1 x Box for 1 month

Package price -10%
2,151€ (rrp 2,390€)

XS PACKAGE

Cost-effective visibility.

- 2026 x Evento magazine, B2B advertisement
- 2026 x Avecmedia.fi, B2B advertisement

Combined price
3,400€ (rrp 4,100€)

Native advertising

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

- Print native ad in Evento magazine with the label ADVERTISEMENT
- Digital native ad on the 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

Use the magazine to showcase an ad that's sure to get noticed.

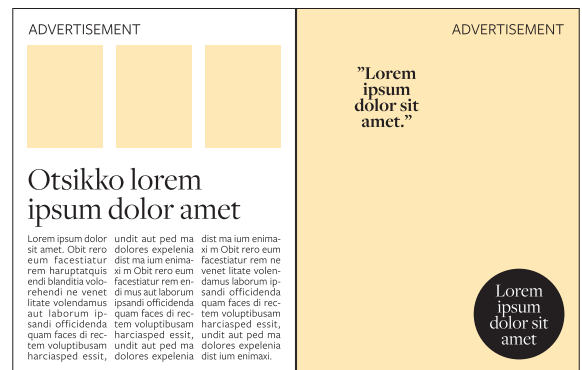
- Additional cover with 2-4 pages.
- Inserts according to your needs.
- Request an offer.

Ask about other custom solutions.

Evento Offers newsletter

A concise information package that brings together current offers, ideas, and reminders.

- Published every other Tuesday, with repeat sends on Thursday
- 15,000 recipients, open rate up to 25%
- 890€ per newsletter, 20% discount with print advertising
- Volume discount: 10% for 2 copies, 20% for 3 or more copies

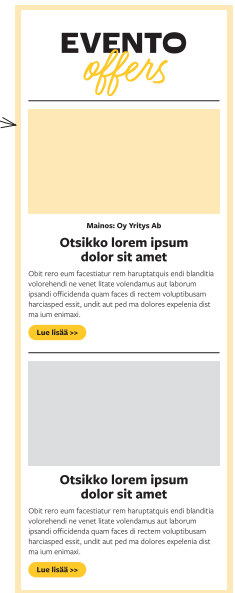


Native advertisement
2 pages

Newsletter



Half cover 2 pages



SALES

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