avec MEDIA .FI

MEDIA INFORMATION

2027

Industry News Updated Online 24/7 avecmedia.fi

For the Industry. Every Day.

Avecmedia is Finland's largest independent media platform for the hospitality and event industries. Our field covers restaurants, bars, cafés and institutional kitchens, as well as clubs, festivals and event venues, places where people gather around experiences

Avecmedia is followed by both industry professionals and enthusiasts.

Every day we cover the most talked-about news from across Finland. Avecmedia also provides in-depth content on working life, business, leadership and wellbeing at work. While we examine the restaurant, event and beverage industries critically, we always do so with a solution-oriented approach. We also celebrate success stories and share moments of achievement with our readers.

Avecmedia is home to respected trade publications and industry awards. Content from Aromi, Shaker and Evento is published through Avecmedia, which also serves as the platform for the PRO Gala and Evento Awards.

We collaborate closely with several regional media brands to ensure we are present where things happen and where our readers are. Our partners include Helsinki News, Vantaan Sanomat, Länsiväylä, Tamperelainen and Keskisuomalainen.

Continuous development and user experience are priorities for us, and Avecmedia excels particularly on mobile devices. We engage readers through social media, newsletters and ongoing face-to-face encounters in restaurants and at events.

Welcome aboard!

Outi Tuomivaara
Editor-in-Chief

The content on Avecmedia.fi is perceived as current, engaging, diverse and useful.

Reader Survey 2024

- 40 000 unique visitors per week
- 55 000 page views per week
- Average reading time: 1.5 minutes

EDITORIAL TEAM

Outi Tuomivaara
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PUBLISHER

Mediakonserni Keskisuomalainen
Jaakonkatu 2
01620 Vantaa
KESKISUOMALAINEN MEDIA OY

EVENTO aromi shaker

avec MEDIA .FI EVENTO AWARDS PRO

AVECMEDIA.FI | ADVERTISING | SIZES & PRICES

Product	Desktop	Mobile	Price €
Topscroll / Midscroll	2560 x 1440 px / 3,5 MB	1080 x 1920 px / 3,5 MB	3 500 / 4 w
Topscroll / Midscroll Video	1920 x 1080 px / 3,5 MB	1080 x 1920 px / 3,5 MB	3 500 / 4 w
Maxi-Parade	980 x 552 px / 200 kt	300 × 600 px / 100 kt	3 100 / 4 w
Maxi-Parade Horizontal Video	16:9 / 4 MB	16:9 / 4 MB	3 100 / 4 w
Digital Full Page	620 x 891 px / 200 kt	300 x 600 px / 100 kt	2 800 / 4 w
Double Giant Box	468 x 600 px / 100 kt	300 x 600 px / 100 kt	2 000 / 4 w
Giant Box Vertical Video	9:16 / 4MB	9:16 / 4MB	2 000 / 4 w
Giant Box	468 x 400 px / 100 kt	300 x 300 px / 100 kt	1 500 / 4 w
Vertical Parade	300 x 600 px / 100 kt	300 x 600 px / 100 kt	1 400 / 4 w
Double Giant Box 2	468 x 600 px / 100 kt	300 x 600 px / 100 kt	1 200 / 4 w
Giant Box 2	468 x 400 px / 100 kt	300 x 300 px / 100 kt	900 / 4 w
Homepage Takeover	600 x 700 px / 150 kt	600 x 700 px / 150 kt	800 / day
AVECMEDIA.FI | SPECIAL SOLUTIONS			**Price €**
Avecmedia.fi Native Ad	Ready-Made Content	Ready-Made Content	2 500 / publication
B2B Digital Directory	500 x 500 px	500 x 500 px	2 200 / year
Avecmedia.fi Newsletter			1 400 / newsletter

PLEASE NOTE!
Multi-channel campaigns and annual agreements are available. Ask us about a media package tailored to your needs

REQUEST AN OFFER!
Let's plan your entire year in one go.

A High-Impact Advertising Format on Avecmedia!

TOPSCROLL/MIDSCROLL

A visually striking advertising format where page content smoothly scrolls over the advertisement. The same creative appears as a midscroll placement on the homepage and as a topscroll placement on article pages. Separate desktop and mobile versions are required. Video content is also supported in this advertising format. For Midscroll advertisements, all key messaging should be placed within the central 70% of the creative area. For Topscroll advertisements, key content should be positioned within the upper 65% of the creative. Please refer to the detailed material specifications at: adnami.io/specs.

MATERIAL DELIVERY

Please include the publication date, advertising placement, advertiser name and target link when submitting materials.

LATE MATERIAL DELIVERY

If online advertising material is not delivered by the deadline in the correct format, is damaged or non-functional, or does not meet publication requirements, Mediakonserni Keskisuomalainen cannot guarantee that the advertisement will be published at the requested time. Late delivery or malfunctioning campaign materials may prevent the campaign from starting as scheduled.

We follow the online advertising standards and guidelines of IAB Finland. Applicable VAT will be added to all prices. File size limits are absolute and cannot be exceeded. File size restrictions cannot be bypassed by using loaders or third-party tags. All advertising materials and any tracking pixels must be HTTPS compatible.

HTML5 MATERIAL GUIDELINES

The initial file load should be kept as small as possible, and unnecessary requests should be avoided. Additional downloads after the initial load should be minimized wherever possible. If post-load content is essential for the advertisement, the maximum file size of the additional load may not exceed the size of the initial load.

For more information, please refer to the IAB HTML5 advertising guidelines. You can also download the HTML5 material specifications for Google Ad Manager.

Avecmedia.fi Newsletter

A newsletter featuring editorial highlights and advertisers' current messages.

- More than 25,000 recipients per newsletter
- Advertiser supplies an image (1200×800 px), concise copy (headline, body text max. 500 characters, CTA) and a link
- Price €1,400 per newsletter (premium placement +€300), 30% discount when combined with print advertising.
- Package discount: 2 placements –10%, 3 or more placements –20%

SALES

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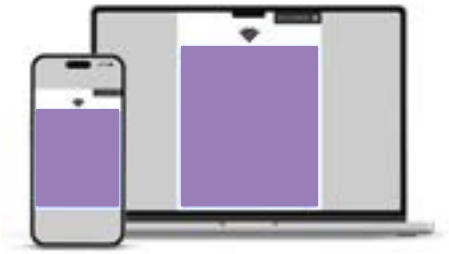
MATERIAL SUBMISSIONS & SALES TERMS

Please include the publication date, advertising placement, advertiser name and target link when submitting materials.
Avecmedia avecaineistot@media.fi
Sales Terms Advertising materials must be submitted three business days before publication.
Material Specifications: meks.fi/aineisto-ohjeet/digitaalinen-mainonta

MATERIAL SPECIFICATIONS: meks.fi/aineisto-ohjeet/digitaalinen-mainonta



HOMEPAGE TAKEOVER
600 x 700 px

DIGITAL FULL PAGE
620×891, 300×600 px

CREATIVE PRODUCTION
Banner production from client-supplied materials: €100/hour.

MAXI PARADE
980×552, 300×600 px

VERTICAL PARADE
300×600 px

DOUBLE GIANT BOX
468×600, 300×600 px

GIANT BOX
468×400px, 300x300 px

GIANT BOX VERTICAL VIDEO
9:16

MAXI PARADE HORIZONTAL VIDEO
16:9