

shakerlehti.fi

MORE THAN A MAGAZINE.

# shaker

aromi's SPECIAL MAGAZINE FOR PROFESSIONALS IN LICENSED PREMISES

# 2022

**MEDIA  
INFORMATION**

**CIRCULATION**  
**12,000**

**TARGET GROUP:  
PROFESSIONALS IN  
LICENSED PREMISES**

All licensed restaurants and Alko stores as well as members and subscribers from FSBK, Finnish Sommelier Association and Collegium Culinarium.

Shaker helps you meet licensed premises professionals from all over Finland

**4x**  
**A YEAR**

**Use the  
new column  
for 500 € /  
publication**

## PUBLISHING

**1 BUSINESS**  
Issue date  
28 February  
Copy date  
10 February

**2 PHENOMENA**  
Issue date  
5 May  
Copy date  
14 April

**3 SERVICE**  
Issue date  
8 September  
Copy date  
24 August

**4 OWN CAREER**  
Issue date  
3 November  
Copy date  
12 October

# Multiple channels, endless possibilities!

Ad placement in a newsletter, partner blog, banner, podcast and vlog on Shaker's website, as well as social media posts open a host of new possibilities. Incisive and topical content published wherever the customers are.

- Partner blog, starting **750 €**
- Banners, starting **800 €**
- Newsletter, **650 € / post**

## Newsletter schedule 2022:

3.1.; 24.1.; 28.2.; 28.3.; 11.4.; 5.5.; 30.5.; 20.6.; 8.8.; 8.9.; 3.10.; 3.11.; 28.11.; 12.12.

In our team we have skilled producers and if needed we are happy to help you with writing. Just ask!



## Highly Effective!

Launching something new? Use Shaker's New column to announce it. Book a space and send your text and image, price 500 € + VAT.

# Advertorial – single content, multiple channels

Would you like to intergrate your advertising message directly into Shaker's content? Content tailored for the readers, on a platform they are already using, provides the best opportunities for taking advantage of available media. **A single piece of content can be used on all of Shaker's channels**, using different main messages/excerpts, and even in the advertiser's own media. An effective marketing message **provides the reader with added value** and ideally competes directly with the media content for interest.

Prices starting  
**3,500€**  
spread + VAT  
Price includes content producer's work and layout design.

- **IDEAS, RECIPES AND USEFUL THINGS FOR WORK!** Excerpt in a newsletter
- Use on the company's own media channels
- Posting in a partner blog



- Published in Shaker magazine
- Content co-operation shakerlehti.fi
- Use as a brochure

ADVERTISING FORMATS AND RATES 4-colour (VAT 0%)		
Double-page spread	460 × 297 mm	3,500 €
Full page	230 × 297 mm	2,500 €
Full page 2nd cover	230 × 297 mm	2,500 €
Full page back cover	230 × 270 mm	2,800 €
Half page - horizontal	230 × 146 mm	1,500 €
Half page - vertical	112 × 297 mm	1,500 €
One-third page	75 × 297 mm	1,200 €
Quarter page	93 × 130 mm	1,000 €

- Please add 5 mm to advertising material for bleed.
- Special placements and sizes upon separate agreement.
- Inserts A4 starting at 2,950 € – request an offer!

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

**Anja Moilanen**, Sales Manager ..... +358 40 537 4272  
**Nina Harlin**, Director of Media Sales and Relationship Manager ..... +358 400 629 400  
**Outi Tuomivaara**, Editor-in-Chief ..... +358 44 550 5184  
**Email** firstname.lastname@media.fi  
**Publisher** Mediatalo Keskisuomalainen, Omnipress oy

TECHNICAL SPECIFICATIONS	
Magazine size: 230 × 297 mm	Binding: glued
Raster: 70 lines	Profile: ISOcoated_v2_bas.ICC

- Copy: ilmoitukset@aromilehti.fi
- Please specify name of magazine, issue and advertiser.
- Request PDF of copy guidelines.
- Cancel advertisements by the magazine's copy date.
- Complaints must be made within 14 days of publication.

**Circulation** 12,000  
**Subscription** 49 € / year

**facebook.com/shakerlehti** **shakerlehti**



In co-operation with FBSK  
 (Finnish Bartenders and Supporters Association)