

aromi

Media information 2022

**Aromi is
a multi-
channel
media.**

**Reach all
the movers and
shakers in the
food and drink
business.**

**AVEC
MEDIA.FI**

AROMI'S TARGET GROUP IS PROFESSIONALS IN THE COMMERCIAL KITCHEN AND RESTAURANT SECTOR.

Restaurants, hotels, cafés, fast-food places, bars, bistros, school kitchens, employee canteens, hospitals, catering services, foodstuffs and beverages industry, hospitality sector students and stakeholders, entrepreneurs, passionate amateur gourmets.



A trade journal hits the mark.



aromi 
the reader

AROMI IS THE MAGAZINE FOR FOOD AND DRINK PROFESSIONALS.

The magazine covers a wide range of topics on the entire hospitality sector, including commercial kitchens, cafés, restaurants and employee canteens. The target group is comprised of every type of outfit, ranging from private to municipal, co-operatives to chains and from large to small.

SURVEYS SHOW THAT READERS ENJOY SPENDING A SIGNIFICANT AMOUNT OF TIME READING AROMI which is considered to play a key role in professional development. Aromi regularly conducts reader surveys. The last survey was conducted in May 2021 and the survey results can be found on the magazine website aromilehti.fi/mediatiedot.

THE PERIODICAL IS THE READER'S CHOICE. When holding a magazine, the reader has time and is receptive to the messages being conveyed in the magazine. The magazine is seen as being informative, entertaining and a good source of product information. Aromi is a targeted communications channel for professionals.

"I test the recipes, and apply the hand-on information I have got from the articles directly to my work. I can make purchases basing on the advertisements, as well as articles."

Client research of Aromi readers, received open feedback

1

COMMERCIAL KITCHEN
Trends.
Everyday food.
Frozen goods.

Issue date	27 January
Copy date	12 January

2

RESTAURANT
Street Food & Take away.
Sustainability.

Issue date	24 February
Copy date	8 February

3

EMPLOYEE CANTEEN
Dessert.
Digitalisation.

Issue date	24 March
Copy date	8 March

4

COMMERCIAL KITCHEN
Veggie.
Commercial kitchen machinery.

Issue date	21 April
Copy date	1 April

5

CAFÉ
Coffee & vitrines.
Packages.

Issue date	24 May
Copy date	5 May

Gastro Helsinki -fair magazine*
Massive distribution**

* **Gastro Helsinki**, 16–18 March 2022

** **Massive distribution** is executed in April and October. **With these issues you will reach all manufacturing and central kitchens in Finland 100%.**



Aromi has 29,700* readers!

*Reader survey 2021, Tietoykkönen oy





The best source of information for the hospitality sector!



AROMI OFFERS an active, reliable and fast solution for your marketing communications. In addition to the print magazine, Aromi's other channels are also at the user's disposal: social media, website and newsletters. Join us as a key contributor in media for food and drink professionals!

READERS CAN CHOOSE from an impressive, high-profile print magazine, a handy e-publication for reading on tablets, computers or mobile phones, or keeping up with current events on several different channels.

SOCIAL MEDIA PLAYS AN IMPORTANT ROLE. Social media engages and ensures that information is quickly distributed between issues. Avecmedia's Facebook and Instagram pages are very active, widely followed and spark discussion. News, background information, people and phenomena. Fast and easy.

FURTHER INFORMATION: Anja Moilanen +358 40 537 4272, Tanja Lukkarinen +358 40 529 3628. Feel free to give us a call!

A professional magazine is the most effective way to add a journalistic touch to advertising.

6

RESTAURANT
Special diets.
Summer foods & drinks.

Issue date 21 June
Copy date 3 June

7

CAFÉ
Vegetarian food.
Coffee, milk and plant-based products.

Issue date 1 September
Copy date 15 August

8

RESTAURANT
Meat.
Restaurant machinery.
Workwear.

Issue date 6 October
Copy date 20 September

9

COMMERCIAL KITCHEN
Fish.
GN food.

Issue date 3 November
Copy date 19 October

10

EMPLOYEE CANTEEN
Flavours of the world.
Semi-processed goods.

Issue date 1 December
Copy date 15 November

Massive distribution**



Take advantage of the massive distribution twice a year.



ADVERTISING FORMATS*

Double-page spread **	460 x 297 mm
Full page	230 x 297 mm
Full page 2nd cover	230 x 297 mm
Full page back cover	230 x 270 mm
Half page horizontal	230 x 146 mm
Half page vertical	112 x 297 mm
One-third page	75 x 297 mm
Quarter page	93 x 130 mm
One-eighth page	93 x 62 mm

ADVERTISING RATES

4-colour (VAT 0%)

Double-page spread **	8,100 €
Full page	4,750 €
Full page 2nd cover	4,900 €
Full page back cover	4,950 €
Half page	3,350 €
One-third page	2,950 €
Quarter page	2,400 €
One-eighth page	1,450 €

TECHNICAL SPECIFICATIONS

- Magazine size: 230 x 297 mm
- Raster: 70 lines
- Binding: glued
- Profile: ISOcoated_v2_bas.icc
- Copy: ilmoitukset@aromilehti.fi
- Please specify name of magazine, issue and advertiser.
- Cancel advertisements by the magazine's copy date.
- Complaints must be made within 14 days of publication.

* Please add 4 mm to advertising material for bleed.

** Please note the glue binding.

Book specialised solutions and specific placements well in advance!

Service Directory

The BtoB Services directory

is a regular feature of Aromi.

Every other reader uses it in their work*.

An advertisement in the directory ensures that information about your company will appear in every issue throughout the year.

Advertisement sizes starting at 90 x 45 mm, price 1,690 €/10 issues.

* Reader survey 2021

SALES AND MARKETING

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CIRCULATION

10,000, massive distribution 14,000

SUBSCRIPTION RATES

Continuous (per year) 100 €

One year 122 €

Single issue 7.90 €

Online magazine: aromilehti.fi/digilehti

Single issue 5.90 € and 10 issues 49 €

EMAIL

firstname.lastname@media.fi

PUBLISHED BY

Mediatalo Keski-suomalainen,
Omnipress oy

Advertisement in the Aromi newsletter 1,000 €/ad.



Advertorial – single content, multiple channels

Would you like to intergrate your advertising message directly into Aromi'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 Aromi'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 at 4,800 € spread + VAT

Price includes content producer work and layout design.

Excerpt in a newsletter

Content co-operation avecmedia.fi

Published in Aromi magazine

Use as a brochure

Excerpt on Facebook

Approach that speaks to readers!

Use on the company's own media channels

Special solutions

A card, A4-sized insert, brochure, sample, price list, customer magazine or perhaps a t-shirt? Loose, bound, glued or foiled. We can do it all!

What else? Cover surfaces, additional surfaces, cover flap, specific placements, an advert with a tail – the possibilities are endless!

Chefs.fi

Aromi is the official member magazine of the Finnish Chef Association. Aromi reaches every chef. An annual subscription to Aromi is included in the membership fee. The chefs also publish their information in Aromi four times a year.

Multiple channels, endless opportunities

Avecmedia.fi is a fast, user-friendly channel of communication that gives added value to the magazine between issues. The interactive website provides an impressive showcase for ads, which is effective when combined with print advertising.

A partner blog on avecmedia.fi followed by its reposts on **social media** and in the **Aromi newsletter** open a host of new possibilities. Incisive and topical content published wherever the customers are.

AVECMEDIA.FI