

FOR PROFESSIONALS: EVENTS | ENCOUNTERS | EXPERIENCES

avecmedia.fi

evento

PRINT | SOC MED | DIGI | LIVE

More than a magazine.

Media information

2022

**41,600
readers**

2.5 readers/magazine*

*Reader survey 2021, Tietoykkönen oy

**Multi-channel
media**

**High-quality
professional magazine**

**Network
builder**

**Connects readers
and advertisers
effectively**

**AVEC
MEDIA.FI**

Evento is media for event industry professionals, event organisers, event marketing professionals, HR professionals, people in communications, interactors, networkers, office professionals and marketing and sales professionals who value strategically high-profile encounters.

Evento raises the profile of the event industry and emphasises the importance of encounters as a resource for employees, companies and entire organisations. Evento is a targeted communications channel for professionals.



Decision-makers read Evento

Evento targets a very influential and wide-ranging group of professionals. The magazine is read by CEOs and assistants, HR managers and marketing bosses.

The core of Evento's content is interpersonal encounters as a means of influencing marketing and communications. Modern-day encounters are goal-oriented, meaningful and result in changes in behaviour. Digital opportunities add new dimensions to encounters and extend them. Encounters are the most effective tool for marketing communications.

Evento provides professionals with inspiring and informative content that can be directly put to use in day-to-day operations. It serves all decision-makers in a variety of channels and in three dimensions. Evento brings work to a new level with its positive, energetic approach. One of the magazine's strengths is its diversity, encouraging readers to be where their customers are.

Genuine, goal-oriented meetings lay the foundation for the future.

eventodate

Evento Date is an event for readers. It is always productive and organised in co-operation with our partners. Do you have a good idea and time to make it happen? Let's work together!

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 newsletter** open a host of new possibilities. Incisive and topical content published wherever the customers are.

evento

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CIRCULATION

16,000

SUBSCRIPTION RATES

Continuous (per year) 75 €
One year 95 €
Single issue 8.90 €

Online magazine:
lehtiluukku.fi/lehti/evento
Single-issue price 5.90 € and
12 months 29 €

EMAIL

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WEBSITE

 avecmedia.fi

SOCIAL MEDIA

 @avecmediafi

 facebook.com/avecmedia

PUBLISHED BY

Mediatalo Keskisuomalainen,
Omnipress oy

aromi shaker evento

ADVERTISING FORMATS * AND RATES 4-colour (VAT 0%)

Double-page spread **	460 x 297 mm	7,900 €
Full page	230 x 297 mm	4,600 €
Full page 2nd cover	230 x 297 mm	4,800 €
Full page back cover	230 x 270 mm	5,500 €
Half page – horizontal	230 x 146 mm	3,300 €
Half page – vertical	112 x 297 mm	3,300 €
One-third page	75 x 297 mm	2,700 €
Quarter page	93 x 130 mm	2,200 €
One-eighth page	93 x 62 mm	1,600 €
Module	93 x 30 mm	900 €

TECHNICAL SPECIFICATIONS

Magazine size: 230 x 297 mm

Raster: 70 lines

Binding: glued

Profile: ISOcoated_v2_bas.ICC

Copy: ilmoitukset@eventolehti.fi

Please specify name of magazine, issue and advertiser.

* Please add 5 mm to advertising material for bleed.

** Please note the glue binding.

Book specific placements well in advance!

Evento brings readers and advertisers together

The magazine entices readers with its incisive, useful content, which is still talked about even after reading and leaves the reader wanting more. For advertisers,

Evento offers a readership of public sector and corporate decision-makers, who are responsible for and have the power to make purchases and budgets for organising events.

Add a journalistic touch to advertising

A specialised, nationwide media is the most effective way to add a journalistic touch to advertising. 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. Evento is perceived as being a source that entertains, generates ideas and provides a wealth of information.

Schedule 2022

1

Occupational well-being

Published 10 February Copy 25 January

*Special distribution**

2

Conference & encounters

Published 7 April Copy 22 March

*Kongressi 2022 event publication***

3

Events

Published 20 May Copy 3 May

4

Culture & experiences

Published 25 August Copy 10 August

5

Clients & personnel

Published 4 October Copy 13 September

*Special distribution****

6

Parties

Published 10 November Copy 25 October

*Special distribution to Skillary members.

**Kongressi 2022 -event 27.-29.4.2022, Messukeskus Helsinki, Expo and Convention Centre.

***Special distribution to Jyty members.

Advertorial – single content, multiple channels

Would you like to intergrate your advertising message directly into Evento'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 Evento'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
3,800€
spread + VAT

Price includes content producer's work and layout design.

Excerpt in a newsletter

Published in Evento magazine

Content co-operation avec media.fi

Excerpt on Facebook

Use as a brochure

Approach that speaks to readers!

Use on the company's own media channels

Special solutions

A card, A4-sized insert, brochure, price list, customer magazine or sample. 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!

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

The BtoB pages are a regular feature of Evento. An advertisement in the directory ensures that information about your company will appear in every issue throughout the year. Sizes starting at 90 x 40 mm, price 1,600 €/year.

Book specialised solutions and specific placements well in advance!

evento offers

Popular, regularly published themed newsletter

Evento Offers is a precisely targeted advertising channel, which brings together special offers, ideas and reminders suitable for a specific timeframe. Evento Offers is an enjoyably concise info package for its readers, and its themes make it especially effective for advertisers.

- Published on Tuesday and re-released on Thursday.
- 23,000–25,000 recipients/letter, click-through rate 20–25%.
- The newsletters are themed and also written specifically to suit a given topic (theme introduction, leading to an idea, inspiring thoughts, etc.).
- Price 850 € + VAT/letter.

Note!
Spaces fill up quickly.