

# aromi

PRINT | SOCMED | DIGI | LIVE

MEDIA INFORMATION

# 2023

**REACH ALL PROFESSIONALS IN THE COMMERCIAL KITCHEN AND RESTAURANT SECTOR AND THE DECISION-MAKERS IN THE FOOD AND DRINK BUSINESS.**

**NEW LOOK AND FEEL**





## 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.

## 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.

**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 or keeping up with current events on several different channels.

## SOCIAL MEDIA PLAYS AN IMPORTANT ROLE.

Avecmedia's Facebook and Instagram pages are very active, widely followed and spark discussion. News, background information, people and phenomena. Fast and easy.

## AROMI RENEWED

We renewed the content and layout of the 55-year-old Aromi in January 2022. Renewed Aromi's goal is to live along the lives of industry professionals, create a view to the future, support professional development, raise professional pride and industry appreciation. Aromi article topics give insight to the most talked about phenomenas within the business. We share our readers valuable ideas for business or your own career path development.

**"I GIVE TEN POINTS FOR THIS MAGAZINE. I ENJOYED READING IT FOR A LONG TIME AND GOT IDEAS FOR MY WORKPLACE."**

Reader feedback, Aromi reader survey 2022

aromi shaker evento **AVEC MEDIA.FI**

## aromi

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### SUBSCRIPTION RATES

Continuous (per year) 100€,  
One year 122€  
Single issue 11.90€  
Online magazine:  
aromilehti.fi/digilehti  
Single issue 5.90€ and 9 issues 49€

### SUBSCRIPTION SERVICE

Magazine subscriptions and address changes  
tilaajapalvelu[at]media.fi

### WEBSITE

avecmedia.fi

### SOCIAL MEDIA

@avecmediafi  
Facebook / Instagram / Twitter / LinkedIn

### PUBLISHED BY

Mediatalo Keskiuomalainen,  
Omnipress oy

## ADVERTORIAL

When you want to open the whole story, advertorial is the right place for it. Take advantage of Aromi target group and authority and lift up your message within editorial-like content.

- Published in Aromi magazine
- Published on [avecmedia.fi](http://avecmedia.fi), accompanied by the word ADVERTISEMENT.
- Excerpt in a newsletter
- Use as a brochure
- Use on the company's own media channels

\*Price includes content producer's work and layout design.



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

Double-page spread**	460 x 297 mm	8,100 €
Full page	230 x 297 mm	4,900 €
Full page 2nd cover	230 x 297 mm	5,100 €
Full page back cover	230 x 270 mm	5,100 €
Half page horizontal	230 x 146 mm	3,700 €
Half page vertical	112 x 297 mm	3,700 €
One-third page	75 x 297 mm	3,200 €
Quarter page	93 x 130 mm	2,600 €
One-eighth page	93 x 62 mm	1,500 €

\* Please add 4 mm to advertising material for bleed.

\*\* Please note the glue binding.

## TECHNICAL SPECIFICATIONS

Magazine size: 230 x 297 mm	Raster: 70 lines
Binding: glued	Profile: ISOcoated_v2_bas.icc

- Copy: [ilmoitukset\[at\]aromilehti.fi](mailto:ilmoitukset[at]aromilehti.fi)
- Please specify name of magazine, issue and advertiser.
- Cancel advertisements three weekdays before magazine's copy date.

## AROMI NEW COLUMN

**Launching something new?** Take advantage of Aromi new column. Book a space and send your text and image, price **1,000€ + VAT**. Please note the limited number of spaces.



## SERVICE DIRECTORY

The BtoB Services directory is a regular feature of Aromi. Every other reader uses it in their work (Reader survey 2021). An advertisement in the directory ensures that information about your company will appear in every issue throughout the year. **Advertisement sizes 90 x 45 mm or 90 x 90 mm, price starting 1,000€/1 issue, 1,690€/9 issues.**

## 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!

# 1

Trends, fish

Issue date 11 January  
Copy date 19 December

# 2

Everyday food, frozen and semi-processed goods

Issue date 15 February  
Copy date 30 January

# 3

Street food, take away, packages

Issue date 15 March  
Copy date 27 February

**FFCR fair magazine\***

# 4

Veggie, sustainability

Issue date 26 April  
Copy date 10 April

**Massive distribution\*\***

# 5

Coffee, vitrines, dessert

Issue date 7 June  
Copy date 22 May

**Massive distribution\*\***

# 6

Commercial kitchen, machinery, digitalisation

Issue date 30 August  
Copy date 14 August

# 7

Harvest season, vegetarian food, cheese

Issue date 27 September  
Copy date 11 September

**Massive distribution\*\***

# 8

Meat, sauces, workwear

Issue date 25 October  
Copy date 9 October

**Survey issue\*\*\***

# 9

Spices, dishware

Issue date 29 November  
Copy date 13 November

**Includes Aromi calendar 2024**

\* **Fastfood & Café & Restaurant Expo** 22–23 March 2023

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

\*\*\* **Survey issue in October.**

## ONLINE ADVERTISING PRICES

Product	Desktop	Mobile	Price
Digital full-page	620 x 891 px	300 x 600 px or 300 x 431 px	2,800 € / month
Maxi-parade	980 x 552 px	300 x 300 px	2,400 € / month
Double giant box	468 x 600 px	300 x 431 px	1,900 € / month
Giant box	468 x 400 px	300 x 300 px	1,400 € / month
Interstitial	600 x 700 px	600 x 700 px	700 € / day
Native*			2,400 € / month

## NATIVE ADVERTISING\*

Native advertising is content marketing that is seamlessly integrated into the media it shares a platform with. Native content is just as interesting and catchy as any other content and is created using journalistic approaches. There are many forms of native advertising: content might be an online article, a print advertorial, a video or even a podcast. The main thing is that **content speaks to the desired target group in just the right way** in the correctly chosen media and communicates the company message in an interesting way. Native advertising is published on a website like an article, accompanied by the word ADVERTISEMENT.

\*Price includes content producer's work.

## INTERSTITIAL

Interstitial, or entry page, opens as a full-screen entry page when the visitor arrives at [avecmedia.fi](http://avecmedia.fi). Because an interstitial is scaled according to the terminal device, it can reach visitors regardless of the device used.

**Repeated three times per day/visitor/browser.**

## VIDEO FILES

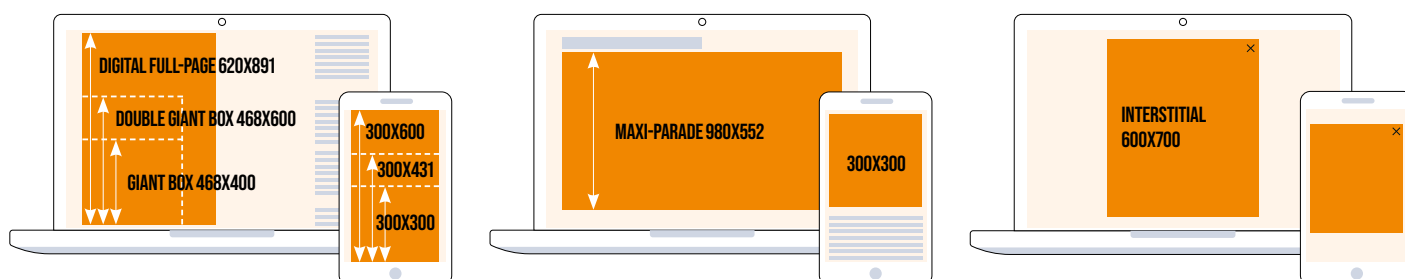
Videos start automatically on the consumer's screen without audio and end on the last frame, on which a "Read more" button and "Replay" icon are overlaid. URL, video file, file format: MP4, file size max 4 MB, duration: max 30 s, aspect ratio: 16:9 (horizontal), 9:16 (vertical).

## MATERIAL DELIVERY

Include the following information when delivering material: Product, date(s) and time of publication(s), advertiser or campaign name, campaign internet address to which the advertisement directs, material supplier contact information/company/contact person. Advertisements will be placed on the first day of the campaign by 10:00 a.m. **Preparation of banners from customer material 100€ / hour.** Material must be delivered 3 weekdays before publication to [avecaineistot\[at\]media.fi](mailto:avecaineistot@media.fi).

## CONTACT US

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[tanja.lukkarinen\[at\]media.fi](mailto:tanja.lukkarinen@media.fi), +358 40 529 3628



**Digital full-page** 620 x 891 px / 300 x 600 px or 300 x 431 px, **Double giant box** 468 x 600 px / 300 x 431 px, **Giant box** 468 x 400 px / 300 x 300 px, **Maxi-parade** 980 x 552 px / 300 x 300 px, **Interstitial** 600 x 700 px

## NEWSLETTER

**Aromin Makupaloja** is a regularly published, precisely targeted newsletter, which brings together the editors' choices and the topical messages from advertisers. The newsletter is an enjoyably concise info package for its readers and especially effective for advertisers. Please note the limited number of advertisement spaces per newsletter.

- Published **twice a month**.
- **20,000–25,000 recipients / letter, click-through rate 26–30%.**
- A good photo/video, a concise text (max 500 characters) and a link needed from the advertiser.
- **Price 1,000 € + VAT / letter**, combined with printed adverts the advertiser's discount –30%

*Chefs.fi*

## 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.