

FOR PROFESSIONALS: EVENTS / ENCOUNTERS / EXPERIENCES

Magazine + [avecmedia.fi](http://avecmedia.fi)

# evento

PRINT / SOCMED / DIGI / LIVE

*Media  
information*

# 2023

*NETWORK BUILDER*

*INSPIRING  
PROFESSIONAL  
MAGAZINE*

*MULTI-CHANNEL  
MEDIA*

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.

**AVEC  
MEDIA.FI**



## Own media for event professionals

**Evento's target groups** are the event industry professionals, event and event organizers, event marketing professionals, personnel professionals, communicators, influencers, networkers and marketing communication professionals and marketing and sales professionals investing in strategically high-quality encounters.

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

**Evento connects people** both physically and digitally. It provides inspiring content for professionals for everyday use. Evento takes business to a new level with its positive and energetic grip. Evento works in print, live meetings, digitally in avecmedia.fi, avecmedia social media channels and newsletters.

**For the advertiser, Evento offers** public sector and business decision-makers, who have the power to do purchases and budget money for organizing events. According to the reader survey, 81 % of the respondents say they use information from Evento magazine in their work. Evento is perceived as entertaining, and a good source for ideas and product information.

aromi shaker evento **AVECMEDIA.FI**

## evento

### SALES

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### SUBSCRIPTION RATES

Continuous (per year) 75 €,  
One year 95 €,  
Single issue 12.90 €  
Online magazine:  
lehtiluukku.fi/lehti/evento  
Single-issue price 5.90 € and  
12 months 29 €

### SUBSCRIPTION SERVICE

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

### WEBSITE

avecmedia.fi

### SOCIAL MEDIA

@avecmediafi  
Facebook / Instagram / Twitter / LinkedIn

### PUBLISHED BY

Mediatalo Keskisuomalainen,  
Omnipress oy



## Advertorial

When you want to open the whole story, take the advertorial and get to tell more. Take advantage of Evento target group and authority and lift up your message in an editorial-like article.

- Published in Evento 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.



**CONTENT ADVERTISING  
IN PRINT AND WEB!**

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

Full page	230 x 297 mm	4,700 €
Full page 2nd cover	230 x 297 mm	4,900 €
Full page back cover	230 x 270 mm	5,500 €
Half page – horizontal	230 x 146 mm	3,400 €
Half page – vertical	112 x 297 mm	3,400 €
One-third page	75 x 297 mm	2,800 €
Quarter page	93 x 130 mm	2,300 €
One-eighth page	93 x 62 mm	1,700 €
Module	93 x 30 mm	950 €

### TECHNICAL SPECIFICATIONS

Magazine size: 230 x 297 mm

Raster: 70 lines

Binding: glued

Profile: ISOcoated\_v2\_bas.ICC

Copy: [ilmoitukset\[at\]eventolehti.fi](mailto:ilmoitukset[at]eventolehti.fi)

Please specify name of magazine, issue and advertiser.

Cancel advertisements three weekdays before magazine's copy date.

\* Please add 5 mm to advertising material for bleed.

**BOOK SPECIFIC PLACEMENTS  
WELL IN ADVANCE!**

## The BtoB pages

**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 1,800 €/year.

## 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!

# Schedule 2023

# 1

## Occupational well-being

Published 25 January Copy 9 January

# 2

## Conference & encounters

Published 8 March Copy 20 February  
Kongressi 2023 Event publication\*

# 3

## Events

Published 17 May Copy 2 May

# 4

## Culture & experiences

Published 23 August Copy 7 August

# 5

## Parties

Published 18 October Copy 2 October

# 6

## Clients & personnel

Published 29 November Copy 13 November

\*Kongressi 2023 Event, Messukeskus Helsinki, Expo and Convention Centre, 22-23 March 2023.

## 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[at]media.fi).

## CONTACT US

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**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

# eventooffers

## Offers, ideas, reminders

**Evento Offers** is precisely targeted, concise and effective info package.

- Published on every other 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 **890 €** + VAT/letter.

# eventodate

## Encounters and networking

**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!