

shaker



In co-operation
with FSBK

PROFESSIONAL MEDIA FOR THE ALCOHOL SERVING INDUSTRY

MEDIA INFORMATION

2023

TARGET GROUP: PROFESSIONALS IN LICENSED PREMISES

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

4x

A YEAR

NEWSLETTER

650 €
PER POST

Shaker is an
important, anticipated
source of information
for professionals.
According to research,
the magazine is read
from cover to cover.

AVC
MEDIA.FI

PUBLISHING

1 Issue date
22 February
Copy date
6 February

2 Issue date
10 May
Copy date
24 April

3 Issue date
6 September
Copy date
21 August

4 Issue date
8 November
Copy date
23 October

Reach your customers all year round

Avecmedia.fi, newsletter and magazine.

ADVERTISING FORMATS AND RATES

4-colour (VAT 0%)

Double-page spread	460 × 297 mm	3,500 €
Full page	230 × 297 mm	2,600 €
Full page 2nd cover	230 × 297 mm	2,600 €
Full page back cover	230 × 270 mm	2,900 €* 2,600 €
Half page - horizontal	230 × 146 mm	1,600 €
Half page - vertical	112 × 297 mm	1,600 €
One-third page	75 × 297 mm	1,300 €
Quarter page	93 × 130 mm	1,100 €

- Please add 5 mm to advertising material for bleed.
- Special placements and sizes upon separate agreement.
- Inserts - request an offer!

*All full page back covers of 2023 are sold.

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

NEWSLETTER

3 January	11 April	8 August	8 November
22 February	10 May	6 September	12 December
28 March	20 June	3 October	

- Newsletter reaches approximately 5,000 professionals and the click-through rate is 25-30%. Price **650 €** / post.
- Copy: ilmoitukset[at]aromilehti.fi
- Please specify advertiser, link to landing page and issue date.
- We will help you with content production. Request an offer.

TECHNICAL SPECIFICATIONS

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

- Copy: ilmoitukset[at]aromilehti.fi
- Please specify name of magazine, issue and advertiser.
- Cancel advertisements three weekdays before magazine's copy date.
- Complaints must be made within 14 days of publication.

Circulation 12,000

Subscription 49 € / year

Mediatulo Keski-suomalainen, Omnipress oy

@avecmediafi

Facebook / Instagram / Twitter / LinkedIn

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**AVEC
MEDIA.FI**

Shaker lives 24/7 avecmedia.fi

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

*Price includes content producer's work.

MORE INFORMATION AND TECHNICAL SPECIFICATIONS AVEC MEDIA.FI

Advertorial

Content advertising.

When you want to tell the whole story, choose an advertorial and you will get to tell more. Take advantage of Shaker's authority and convey your message in the form of an editorial article.

**Ideas,
recipes
useful issues
for work!**

- Published in Shaker magazine
- Excerpt in a newsletter
- Use on the company's own media channels
- Use as a brochure

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



Shaker's New column

Launching something new?

Use Shaker's New column to announce it. Book a space and send your text and image, price **500 €** + VAT. Please note the limited number of spaces.

Contact us

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