

aromi

MEDIA FOR FOOD AND DRINK PROFESSIONALS

Enhance
your ad

Google
AdWords

Media
information
2017

One media channel
– all the movers
and shakers in
the food and drink
business.

Aromi is
a multichannel
media.

aromi 
the reader

**The 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,
students in the field and stakeholders, entrepreneurs, passionate amateurs, etc., etc.



Aromidate
– always before
an issue
is published.



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 2015 and the survey results can be found on the magazine website. In 2017, a survey will be conducted on the May issue of Aromi.

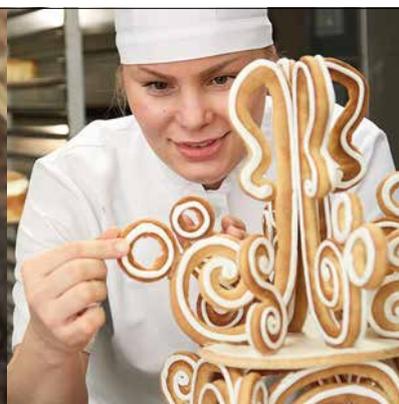
The periodical is the reader's choice. When holding a magazine, the reader has time and is receptive to the messages being conveyed in the magazine. The magazine is seen as being informative, entertaining and a good source of product information. Aromi is a targeted communications channel for professionals.

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, newsletters, websites, Aromidates and now Google AdWords. Come be a key part of the media for food and drink professionals!

Professionals appreciate a high-quality publication and will subscribe to it

➔ Further information: Anja Moilanen +358 (0)40 537 4272, Nina Harlin +358 (0)400 629 400. **Feel free to give us a call!**

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<p>COMMERCIAL KITCHEN GN food. Large machines and equipment.</p> <table border="1"> <tr><td>Published</td><td>9 January</td></tr> <tr><td>Copy</td><td>2 December</td></tr> </table> <p><i>Organic theme issue</i> <i>Massive distribution*</i></p>	Published	9 January	Copy	2 December	<p>CAFÉ Street Food.</p> <table border="1"> <tr><td>Published</td><td>13 February</td></tr> <tr><td>Copy</td><td>18 January</td></tr> </table> <p>PRO2017 Voittajat magazine Fastfood & Cafe & Ravintola 2017 fair magazine**</p>	Published	13 February	Copy	18 January	<p>RESTAURANT Fish & vegetables. Frozen goods, dishware.</p> <table border="1"> <tr><td>Published</td><td>8 March</td></tr> <tr><td>Copy</td><td>10 February</td></tr> </table>	Published	8 March	Copy	10 February	<p>EMPLOYEE CANTEEN Pasta, poultry. Open-air terraces, payment.</p> <table border="1"> <tr><td>Published</td><td>3 April</td></tr> <tr><td>Copy</td><td>8 March</td></tr> </table> <p><i>Massive distribution*</i></p>	Published	3 April	Copy	8 March	<p>CAFÉ Take away. Ready-to-bake products. Work apparel.</p> <table border="1"> <tr><td>Published</td><td>2 May</td></tr> <tr><td>Copy</td><td>31 March</td></tr> </table> <p><i>Cafe & Tea theme issue</i> <i>Survey issue</i></p>	Published	2 May	Copy	31 March
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Aromi offers
three-dimensional
media: print,
digital and events.





The best source
of information
for the
hospitality sector.



aromi ❤️
the reader



Aromi has
40,000
readers.

Readers can choose the type of media that best meets their needs: 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. Aromi's Facebook page is very active, widely followed and sparks discussion. News, background information, people and phenomena. Fast and easy.

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

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RESTAURANT
Desserts.
Cleaning & hygiene.

Published	1 June
Copy	5 May

PRO2018 Haku magazine

7

COMMERCIAL KITCHEN
Vegetarian food, potato.
Semi-prepared products.

Published	1 September
Copy	8 August

*Massive distribution**

8

CAFÉ
Cheeses, wines, waters.
Brunch.

Published	2 October
Copy	7 September

Cafe & Tea theme issue

9

EMPLOYEE CANTEEN
Meat & sauces.
Buffet, table setting.

Published	1 November
Copy	6 October

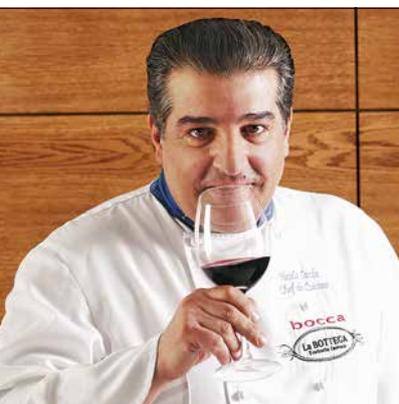
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RESTAURANT
Ethnic kitchen. Eating
together – sharing is caring.

Published	1 December
Copy	7 November

* **Massive distribution** in January, April and September. In these publications, you will reach all preparation and central kitchens in Finland.

** Fastfood & Cafe & Ravintola 2017 fair 8–9 March 2017.



Take advantage
of the large
circulation three
times a year.





aromi

50 Years



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11,000
Massive distribution 16,000

Subscription rates
Continuous (per year) 100 €
One year 122 €
Single issue 12,90 €

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Hanna-Mari Jaakkola and
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Published by
Mediatalo Keski-suomalainen Oyj
Magazine Group

ADVERTISING RATES 4-COLOUR (VAT 0%)

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

ADVERTISING FORMATS*

Double-page spread **	460 x 297 mm
Full page of text	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



Optimisation, reports, analysis
450 € / time

TECHNICAL SPECIFICATIONS

Magazine size: 230 x 297 mm	Binding: glued	Copy: ilmoitukset@aromilehti.fi
Raster: 60 lines	Profile: Coated Fogra39.icc	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.

aromilehti.fi facebook.com/aromilehti @aromilehti @aromi_lehti



Book specialised solutions and specific placements in advance!



Tried and true

Aromi has shared an amazing history with Finnish food and drink professionals. The magazine will be celebrating its 50th anniversary in 2017, and it is our goal to keep our readers satisfied, growing together with them. This is why Aromi is regularly surveyed.

- Aromi's readership and reader opinions were surveyed in May 2015. The survey was conducted by Tietoykkönen Oy.
- Aromi is **thoroughly read**, enjoys a loyal professional following, has long-term reader relationships, and is kept by the readers.
- Readers spend 57 minutes reading the magazine.
- 76% of the readers **make decisions on purchases**.
- Aromi's **reader ratio is very high**, with a reader coverage of 95%.
- Aromi readers are **very satisfied** with the design, illustration and content of the magazine.
- 88% feel that Aromi **follows industry trends well**.
- 71% borrow **ideas from Aromi for use in their own work**.

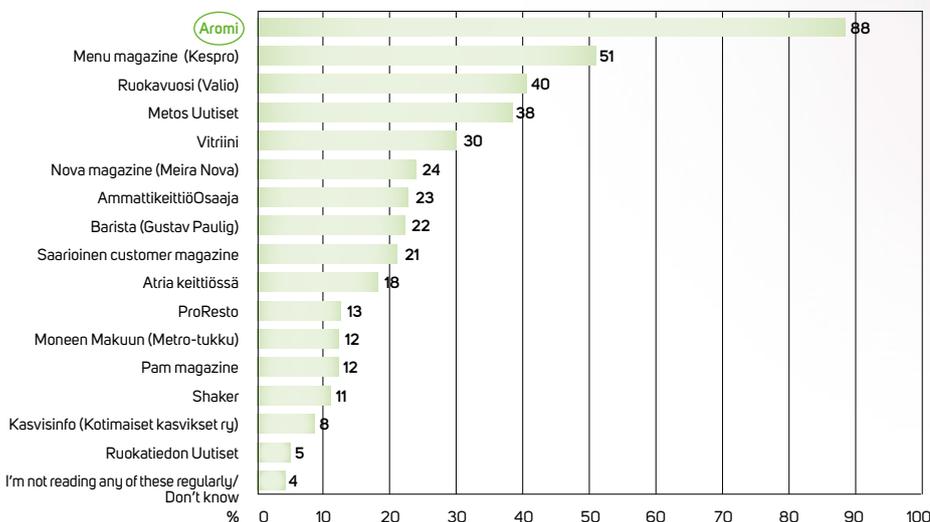
➔ For more information on the survey data, visit the Aromi website at aromilehti.fi/mediatiedot.

Why do people read Aromi?

Aromi's strength lies in its **unbiased**, open approach. The magazine contains interesting articles on the field and offers **a wide variety of content**. The magazine is topical, interesting and follows trends closely. Readers subscribe to Aromi and **read it from cover to cover**.

Which magazine do you read regularly?

All respondents 5/2015, approx. = 238



In 2017, the Survey issue will be published in May. Advertisements will also be surveyed.



71% borrow ideas from Aromi for use in their own work.

Special solutions

Inserts

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

Advertorial

An advertorial is an ad that resembles editorial content. It is a great way to tell readers more about services or products and how they can be used. It is easy to combine an advertorial with producing a brochure for both in-house use and at fairs. Minimum – one spread. Maximum – you decide. Text, images, layout – combined or separately. Want to do more?

What else?

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

palvelu
hakemisto

The BtoB Services directory is a regular feature of Aromi. An advertisement in the directory ensures that information about your company will appear in every issue throughout the year.

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

aromilehti.fi

Aromi's website is a fast, user-friendly channel of communication that gives added value to the magazine between issues. Interactive websites provide an impressive showcase for ads, which is effective when combined with print advertising.

Blogs

Blogs on the Aromi website and Facebook page combined with print open a wide range of possibilities. Incisive and topical content published wherever the customers are.

Google
AdWords

Ensure that the online content speaks the same language as your ad. We will handle the optimisation for you. Not only that, you'll receive reports and analyses.

aromidate

Aromidate – always before an issue is published. At a publicity event, the reader can pick up the latest issue, network and listen to discussions on current topics. Publicity events last a couple hours and are always held in different venues, in line with the time of year and issue themes.

Chefs^{fi}

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



PRO Awards

The PRO Awards recognise the professionals within the HORECA industry. The annual awards are handed out in 14 categories, with consideration given to various professional areas, responsibilities and titles. **To receive thanks for a job well done is a precious, personal thing to the recipient.** Particularly when the appreciation comes from within the industry – from colleagues, leaders, partners and members of your own team. The awards are presented at a yearly gala. Each category has a sponsor, and the entire HORECA industry is welcome to attend the gala. New partnerships are forged and agreements made at the beginning of the year. Come join us!

*PRO Gala 26 January 2017
Wanha Satama, Helsinki*