

shakerlehti.fi

shaker

aromi's SPECIAL MAGAZINE FOR PROFESSIONALS IN LICENSED PREMISES

MEDIA INFORMATION 2017

Shaker reaches
all buyers and
decision-makers
in the restaurant
sector

**FOUR TIMES
A YEAR!**



In co-operation
with FBSK

Give us a call and see you soon! Anja Moilanen +358 (0)40 537 4272, Nina Harlin +358 (0)400 629 400

Ensure a high profile in key media for licensed premises



Shaker reaches 100% of your target segment

PUBLISHING AND COPY SCHEDULE

| Issue | Published | Copy |
|-------|--------------|------------|
| 1 | 15 February | 20 January |
| 2 | 12 April | 17 March |
| 3 | 13 September | 18 August |
| 4 | 15 November | 20 October |

Advertisements for spirits can be published in accordance with Finnish law and official guidelines and directives.

ADVERTISING RATES 4-colour (VAT 0%)

| | |
|-------------------------------------|---------|
| Double-page spread | 4,900 € |
| Double-page spread + extended cover | 5,800 € |
| Full page of text | 2,950 € |
| Full page 2nd cover | 3,100 € |
| Full page back cover | 3,300 € |
| Half page | 1,950 € |
| One-third page | 1,800 € |
| Quarter page | 1,500 € |

Inserts A4 starting at 2,950 € - request an offer!

TECHNICAL SPECIFICATIONS

Magazine size: 230 x 297 mm

Raster: 60 lines

Binding: glued

Profile: Coated Fogra39.icc

Copy: ilmoitukset@aromilehti.fi

Please specify magazine title, issue and advertiser.

Request PDF of copy guidelines.

- Cancel advertisements by the magazine's copy date.
- Complaints must be made within 14 days of publication.

Circulation 7,000, FBSK members, A-licensed restaurants, Sommeliers, Collegium Culinarium, Alko stores and subscribers.

Subscription 49 € / year



ALCOHOL & PROFESSIONALS 2017

Published 12 April. **Copy 8 March.**

Book your ad placement well in advance.

Further information:
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ADVERTISING FORMATS

| | |
|--------------------------------|--------------|
| Double-page spread | 460 x 297 mm |
| Full page | 230 x 297 mm |
| Half page of text - horizontal | 230 x 146 mm |
| Half page of text - vertical | 112 x 297 mm |
| One-third page | 75 x 297 mm |
| Quarter page | 93 x 130 mm |

- Please add 5 mm to advertising material for bleed.
- Special placements and sizes upon separate agreement.

SHAKER STORE

An easy, affordable way to maintain your exposure in every issue.

The directory pages are a regular feature of the Shaker Store, listing the key operators in the business and their contact information in every issue. For the reader, the Shaker Store offers a convenient, fast and effective way to search, find and buy what you need.

- From 90 x 45 mm 590 € / 4 issues.
- Other sizes also available. Request an offer!
- VAT is added to all prices.

SALES AND MARKETING

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shakerdate

Shaker unites readers, advertisers and magazine staff. Shaker Date makes it possible for everyone to meet face-to-face. The event is held a couple days before an issue is published. We provide a copy of the latest issue of Shaker, up-to-date content and an effective platform for networking. The place and themes are different each time. Want to collaborate? Let's talk!