

aromi

FOR PROFESSIONALS IN THE FOOD AND DRINKS INDUSTRY

Aromi is an effective and far-reaching marketing tool for the food and drinks industry

2011
media information

84% of readers consider Aromi magazine their **best by far** source of information.

More than
40,000
readers!

Targeting professionals in the food and restaurant industry: restaurants, hotels, cafés, fast-food outlets, bars, school kitchens, staff lunchrooms, hospitals, caterers, catering school students, entrepreneurs, interest groups, passionate foodies ...

AROMI MAGAZINE • AVEC MAGAZINE • BUYER'S GUIDE TO ALCOHOLIC DRINKS

aromi

FOR PROFESSIONALS IN THE FOOD AND DRINKS INDUSTRY

Finland's most respected and read magazine for professionals in the HoReCa industry

2011
media information

Aromi is the magazine for professionals in the food and drinks industry, and duly appreciated for the important contribution it makes to their professional development. Professionals not only make time to read Aromi magazine they return to it over and over again. What better media environment could there be for your advertisement? For the Aromi reader survey, see: www.aromilehti.fi.

For more information, contact Anja Moilanen on 040 537 4272 or Nina Harlin on 0400 629 400. Do call us!

*Aromi
is published
10 times a year!*

1

IN THE SCHOOL KITCHEN
Pasta. Machinery, equipment.

Publication date January 5
Copy date December 17

Leivotaan baking extra.

2

IN THE CAFÉ
Takeaway. Staff.

Publication date February 4
Copy date January 17

PRO2011 winners.

3

BEER GARDENS
White meat. Interior design.

Publication date March 3
Copy date February 14

Survey issue.

4

IN THE STAFF LUNCHROOM
Fish. Utensils and table settings.

Publication date April 1
Copy date March 14

Massive distribution.

5

CATERING
Potatoes. Hygiene.

Publication date May 2
Copy date April 12

Leivotaan baking extra.

Leivotaan magazine

Leivotaan (Let's Bake) magazine focuses on baking recipes and ideas for the professional kitchen. The first baking extra will be published as a 16-page pull-out in the January issue of Aromi magazine. Early in the new year we'll enjoy warming recipes for winter, but also be looking forward to the summer and forthcoming harvest season. Avail yourself of this precision marketing soon, as there is only a limited number of ad spaces in Leivotaan. Baking extras will appear in Aromi issues 1 and 5.



ADVERTISING RATES 4-colour (VAT 0%)

Double-page spread	€7,600
Full page of text	€4,300
Full page 2nd cover	€4,400
Full page back cover	€4,600
Half page	€3,100
One-third page	€2,700
Quarter page	€2,200
One-eighth page	€1,300

*More information
in Aromi's sales folder!
Request a copy.*

Circulation 11,000

Subscriptions Continuous, per year €86
One-year subscription €96
Single copy €10

Sales and Marketing

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Banner Ads The Aromi home page offers web services for professionals in the HoReCa industry, the readers of Aromi and Avec and advertisers. An ad on the Aromi site is an efficient way to market your product or service to a specific group of people. Rates are from €700.

Extras (inserts) A4 insert from €4,060. Please contact our ad sales for a quote.

The Service Register is a basic section of Aromi magazine. Taking an ad in The Service Register means information about your company will appear in each of the ten issues per year. From €1,500 [for 10 issues].

Survey Information If you advertise in Aromi magazine 3/2011, you will receive information from the survey. In addition to basic data about the magazine, you will get feedback about your advertisement:

- have people read your ad?
- how do they rate the ad?
- what are the strengths/weaknesses of the ad? (Does it generate interest for the product/service advertised, is it convincing, does it speak to the reader, does it offer useful information?)
- the reader's interest in the product/service (I'm planning to try it. I have tried it. I use the product/service. I could recommend this product/service).

Advertorials Advertising text designed to look like editorial material. Advertorials let you tell readers more about your products and how they can be used. From 4 pages at €2,600 per page.

Massive Distribution In 2011, the April and September issues of Aromi (issues number 4 and 7) will be given massive distribution. They will reach every preparation, delivery and central kitchen in Finland.



Aromi reaches all members of the Finnish Chefs Association.

Recipe special

Easy visibility in the October issue of Aromi (8/2011). Aromi readers are always looking for new recipes and ideas that will suit their everyday working environment.

A professional editor will style your images and recipes into an impressive looking item within the magazine. Book your place soon, the number of pages is limited.

Rates double-page spread from €3,570; full page €2,620

Content Collaboration

The **Suolaista ja makeaa (Savoury and Sweet)** page offers you an opportunity to collaborate with our staff. We will need a recipe that is sufficiently challenging, preferably bakeable, can be made in a professional kitchen, is cost-effective, innovative, and for which you can supply a high-resolution image.

Releases intended for the **Uusinta uutta (Newest of New)** column to aromi@lehtihtyma.fi. Please make your text short and concise and attach a high-resolution image.

6

IN THE RESTAURANT
Shellfish. Training.

Publication date June 1
Copy date May 12

PRO2012 applications.

7

IN A BIG KITCHEN
Vegetables. Clothes, footwear.

Publication date September 1
Copy date August 15

Massive distribution.

8

IN THE RESTAURANT
Red meat. Business.

Publication date October 3
Copy date September 12

Recipe special.

9

BUFFET MEALS
Part-prepared foods. Sauces.

Publication date November 11
Copy date October 12

The Aromi 2012 Calendar.

10

GOURMET
Desserts. Wines.

Publication date: December 1
Copy date: November 11

Maailmalta (In the World) extra.

ADVERTISING FORMATS

Double-page spread	460 x 297 mm	
Full page	230 x 297 mm	<i>Please state any specific position requirements and special requests well in advance.</i>
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	

- Sizes are without bleed. Please add 5 mm for bleed.

TECHNICAL SPECIFICATIONS

Magazine size: 230 x 297 mm	Binding: stapled	Copy: ilmoitukset@adverbi.fi
Raster: 60 lines	Profile: Coated Fogra39.icc	Please specify name of magazine, issue and advertiser. Request pdf file of copy guidelines.

- Cancel advertisements by the magazine's copy date.

Maailmalta magazine

The Maailmalta (In the World) magazine

devotes its pages to ethnic recipes. The 16-page insert takes your mind beyond Christmas to the New Year by providing ideas for theme weeks, inspiring experimentation and offering tips, all appropriate to the working day of professionals. Limited advertising space. Maailmalta will be published in Aromi magazine, issue 10/2011.



- Complaints must be made within 14 days of publication.

E-mail firstname.lastname@aromilehti.fi
Internet www.aromilehti.fi
Press releases to aromi@lehtihtyma.fi

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Suomen Lehtihtymä



AROMI'S MAGAZINE FOR PROFESSIONALS OF LICENSED PREMISES

Do you want to reach the decision-makers in restaurants?

Avec opens doors for advertisers who want direct access to professionals working in licensed bars and restaurants throughout Finland. Avec is distributed for free and reaches 100 per cent of the people making decisions at A-licensed restaurants. Professionals look forward to reading Avec, which they find to be an important source of information. Our survey shows the magazine is read from cover to cover. Take a look at the Avec 2010 reader survey on the magazine's website: www.aromilehti.fi.

Buyer's Guide to Alcoholic Drinks

The entrepreneurial restaurateur's guide to alcoholic drinks is packed with information and used by professionals all year round. This trade guide presents the products and contact information of all key suppliers. It is distributed to 100 per cent of the target group.

Publication schedule

- Publication date: April 15, 2011
- Text copy by February 11, 2011
- Ad bookings and copy by March 1, 2011.

Distribution

Direct mailed to all A-licensed restaurants in Finland, according to the register of the National Product Control Agency (STTV). Circulation 6,000.

Technical Specifications

- Size 148 x 210 mm
- Ad boxes on text pages
- Copy to: joo@lehtiyhtyma.fi

Advertising Rates

Full page in 4-colour	€1,600
2nd cover	€4,900
Back cover	€2,500
Text pages	€550

VAT 23% will be added to all prices.

Advertisements for spirits can be published in the magazine in accordance with Finnish law and directives from the authorities.

Terms of Payment

Within 14 days of publication of the guide.

Cancellations

By the guide's copy date.

Complaints

Must be made within 14 days of publication of the guide.

PUBLICATION AND COPY SCHEDULE

Issue	Publ. date	Copy date	NBI
1	Feb. 15	Jan. 26	
2	April 15	Mar. 25	Buyer's Guide to Alcoholic Drinks
3	Sept. 1	Aug. 16	Survey issue
4	Oct. 27	Oct. 13	Avec 2012 calendar

ADVERTISING RATES 4-colour (VAT 0%)

Double-page spread	€4,700
Full page text	€2,800
Full page 2nd cover	€2,900
Full page back cover	€3,200
Half page	€1,900
One-third page	€1,700
Quarter page	€1,400

- Inserts A4 from €2,900
- Banner ads on the website from €700

TECHNICAL SPECIFICATIONS

Magazine size: 230 x 297 mm

Raster: 60 lines

Binding: stapled

Profile: Coated Fogra39.icc

Copy: ilmoitukset@adverbi.fi

Please specify name of magazine, issue and advertiser. Request pdf file of copy guidelines.

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Double-page spread	460 x 297 mm
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Quarter page	93 x 130 mm

- Sizes are without bleed. Please add 5 mm for bleed.
- Contact us about specific placement and special sizes.

AVECTORI@

Under the heading Avectori, key personnel in the licensed liquor trade are listed with their contact details in each issue of Avec. For the reader, Avectori is a handy, fast and efficient way of finding and buying! Place an advertisement in the Avectori and we'll post your company information on the electronic market place at the www.aromilehti.fi site. It's a free link directly to your website.

Rates (4-colour)

1 box..... 45 x 40 mm.....€500 per 4 issues
2 boxes... 45 x 80 mm€750 per 4 issues

Other sizes also available. Ask for a quote.
23% VAT will be added to all prices.

Circulation 6,000 A-licensed restaurants, subscribers and special target groups

Subscription €45 per year

Advertisements for spirits can be published in the magazine in accordance with Finnish law and directives from the authorities.

