

PRINT | SOCMED | DIGI | LIVE

More than a magazine.

aromi

MEDIA FOR FOOD AND DRINK PROFESSIONALS

**Media
information**

2021

Reach all the
movers and
shakers in the
food and drink
business.

Aromi
is a multi-
channel
media.

Aromi's 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, hospitality sector students and stakeholders, entrepreneurs, passionate amateur gourmets.



A trade journal hits the mark.



aromi ❤️
the reader

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 2019 and the survey results can be found on the magazine website aromilehti.fi/mediatiedot. The survey issue is Aromi 5/2021.

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.

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

| | | | | |
|--|--|--|--|--|
| 1 | 2 | 3 | 4 | 5 |
| <p>COMMERCIAL KITCHEN Everyday food. Frozen goods. Sustainability.</p> <hr/> <p>Issue date 7 January Copy date 10 December</p> | <p>RESTAURANT Meat. Dishware & table settings. Sauces & broths.</p> <hr/> <p>Issue date 11 February Copy date 21 January</p> <p>Fast Food & Ravintola Helsinki fair magazine*</p> | <p>EMPLOYEE CANTEEN Veggie. Digitalisation.</p> <hr/> <p>Issue date 4 March Copy date 12 February</p> <p><i>Massive distribution**</i></p> | <p>COMMERCIAL KITCHEN Fish. Commercial kitchen machinery.</p> <hr/> <p>Issue date 8 April Copy date 17 March</p> | <p>CAFÉ Street food. Cafe & equipment. Work apparel & footwear.</p> <hr/> <p>Issue date 6 May Copy date 15 April</p> <p><i>Survey issue***</i></p> |

* **Fastfood & Café & Ravintola Helsinki**, 3-4 March 2021

** **Massive distribution** is executed in March and September. **With these issues you will reach all manufacturing and central kitchens in Finland 100%.**

*** **Survey issue.** In addition to readers' opinions the survey examines the reader profiles and the effectiveness of the advertisements.

**** **Fastfood & Café & Ravintola Helsinki**, 13-14 October 2021

PRINT | SOCMED | DIGI | LIVE *More than a magazine.*



Aromi has 32,000* readers!

*Reader survey 2019, Tietoykkönen oy





The best source
of information
for the
hospitality sector!



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

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, website and newsletters. Join us as a key contributor in media for food and drink professionals!

Readers can choose from 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 and Instagram pages are very active, widely followed and spark discussion. News, background information, people and phenomena. Fast and easy.

6

RESTAURANT
Special diets.
Restaurant machinery.

| | |
|------------|--------|
| Issue date | 3 June |
| Copy date | 12 May |

7

CAFÉ
Burgers. Take away.
Coffee.

| | |
|------------|-------------|
| Issue date | 6 September |
| Copy date | 17 August |

*Massive distribution***

8

EMPLOYEE CANTEEN
Semi-processed goods.
Commercial kitchen machinery.

| | |
|------------|--------------|
| Issue date | 4 October |
| Copy date | 14 September |

**Fastfood & Café & Ravintola
Helsinki fair magazine******

9

COMMERCIAL KITCHEN
GN food.

| | |
|------------|------------|
| Issue date | 4 November |
| Copy date | 14 October |

10

RESTAURANT
Delicacies. Flavours of the world. Aromi 2022 calendar.

| | |
|------------|-------------|
| Issue date | 2 December |
| Copy date | 12 November |

"I'm testing recipes and using the articles' concrete knowledge directly in my work. The adverts help me with my purchases, and the articles support this as well."

Aromi's reader survey 2019, open feedback from a reader

 aromilehti.fi

 facebook.com/aromilehti

 @aromi_lehti



Take advantage
of the massive
distribution
twice a year.



SERVICE DIRECTORY

The **BtoB Services directory** is a regular feature of Aromi. Every other reader uses it in their work*. An advertisement in the directory ensures that information about your company will appear in every issue throughout the year.

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

* Reader survey 2019

Advertising Formats*

| | |
|-----------------------|-------------------------|
| Double-page spread ** | 460 x 297 mm |
| Full page | 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 |

Technical Specifications

- **Magazine size:** 230 x 297 mm
- **Raster:** 60 lines
- **Binding:** glued
- **Profile:** ISOcoated_v2_bas.icc
- **Copy:** ilmoitukset@aromilehti.fi
- 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.

SALES AND MARKETING

Anja Moilanen
Sales Manager
+358 40 537 4272

Nina Harlin
Business Director
+358 400 629 400

DESK EDITORS

Heli Koivuniemi
Editor-in-Chief
+358 400 133 955

CIRCULATION

10,000
Massive distribution 14,000

SUBSCRIPTION RATES

Continuous (per year) 100 €
One year 122 €
Single issue 7.90 €
Online magazine: aromilehti.fi/digilehti
Single issue 5.90 € and
10 issues 49 €

EMAIL

firstname.lastname@aromilehti.fi

DESIGN

Hanna-Mari Jaakkola and
Heli Kotiranta

PUBLISHED BY

Mediatulo Keskisuomalainen,
OmniPress oy, Magazine Group

Advertising Rates

4-colour (VAT 0%)

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

Book specialised solutions and specific placements well in advance!

Advertisement in the Aromi newsletter 1,000 €/ad.



Regularly published newsletter

Aromin Makupaloja is a regularly published, precisely targeted newsletter, which brings together the editors' choices and the topical messages from advertisers. The newsletter is an enjoyably concise info package for its readers and especially effective for advertisers.

- Published **twice a month**.
- **28,000-32,000** recipients / letter.
- A good photo/video, a concise text (max 500 characters) and a link needed from the advertiser.
- **Price 1,000 € + VAT** / letter.
- **2 advertisement spaces** / letter.
- Combine with printed adverts, enjoy the multiple possibilities and use the **advertiser's discount -30%**.

See the newsletter schedule below. Please note the limited number of advertisement spaces per newsletter.

SCHEDULE

| | | | |
|----------|---------|-----------|---------|
| January | 7 & 20 | July | - |
| February | 11 & 24 | August | 11 & 26 |
| March | 4 & 17 | September | 8 & 22 |
| April | 8 & 21 | October | 7 & 20 |
| May | 6 & 19 | November | 4 & 17 |
| June | 3 & 16 | December | 2 & 15 |

Easy help for decision-makers' everyday work.

aromin makupaloja

Antellin toimitusjohtaja Tomi Lantto:
"Tulemme menettämään paljon hyvää osaamista, jos kriisi jatkuu"



Etätöskentely on Antellin toimitusjohtaja **Tomi Lanton** mukaan tullut jäädäkseen, vaikka koronaepidemia hiipuisikin. Tämä aiheuttaa henkilöstöravintolalle uusia haasteita: vaikka ne saisivat myös jatkossa olla auki, ravintolat eivät välttämättä toimi laskeneiden asiakasmäärien kanssa.

[Lue lisää >>](#)

Uusi VALO™ luo enemmän mahdollisuuksia



KAUPALLINEN YHTEISTYÖ: VALIO

...oppoa ja nopeaa: tilaa laadukkaita tuotteita eri toimittajilta, mutta... ja yhdellä kuormalla. Voit tehdä yksittäisiä ostoksia tai toistuvan... tämä päätät! Suomen laajin jakeluverkosto kuljettaa tilauksen haluamasi... perille. Mikä parasta, uudistunut VALO™ verkkokauppa palvelee kaikkia

The readers of Aromi are committed decision-makers

Aromi's reader survey is conducted regularly every two years. The results provide the editorial staff with valuable up-to-date information and support them in continuous developing of the magazine. The survey also provides both the staff and the advertisers with excellent tools for monitoring reader commitment.

The survey, including many questions about advertising and its effectiveness, gives lots of useful information for marketers. The reader survey was conducted in May 2019 and it is available on the magazine's website aromilehti.fi/mediatiedot. The survey was conducted by Tietoykkönen oy. **The next survey issue is Aromi 5/2021.**

- **72%** of Aromi's readers are decision-makers.
- Aromi has **32,000** readers.
- One issue is read by **3.2** persons.
- Readers spend **55.1** minutes with the magazine.
- **92%** of the readers are satisfied with the layout, **89%** with the illustration and **86%** with the contents of the magazine.
- **93%** of the readers find that the magazine contains interesting articles about their professional field.
- **88%** of the readers find the contents of the magazine topical and following the developments of the branch.
- **4 in 5** readers use the information they receive from the magazine in their work.

Advertorial - single content, multiple channels

Would you like to intergrate your advertising message directly into Aromi's content?

Content tailored for the readers, on a platform they are already using, provides the best opportunities for taking advantage of available media. **A single piece of content can be used on all of Aromi's channels**, using different main messages/excerpts, and even in the advertiser's own media.

An effective marketing message **provides the reader with added value** and ideally competes directly with the media content for interest.

Prices starting at
4,800 €
spread + VAT

Price includes content producer work and layout design.

Excerpt in a newsletter

Content co-operation aromilehti.fi

Approach that speaks to readers!



Published in Aromi magazine

Posting in a partner blog

Excerpt on Facebook

Use on the company's own media channels

Use as a brochure

Special solutions

A card, A4-sized insert, brochure, sample, price list, customer magazine or perhaps a t-shirt? 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!

Chefs.fi

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

Multiple channels, endless opportunities

Aromi's website (aromilehti.fi) is a fast, user-friendly channel of communication that gives added value to the magazine between issues. The interactive website provides an impressive showcase for ads, which is effective when combined with print advertising.

A partner blog on Aromi's website followed by its reposts on **social media** and in the Aromi **newsletter** open a host of new possibilities. Incisive and topical content published wherever the customers are.