

shakerlehti.fi

MORE THAN A MAGAZINE.

shaker

aromi's SPECIAL MAGAZINE FOR PROFESSIONALS IN LICENSED PREMISES

CIRCULATION

12,000

**TARGET GROUP:
PROFESSIONALS IN
LICENSED PREMISES**

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

Shaker helps you
meet licensed premises
professionals
from all over Finland

Use the
New column
for 400 € /
publication

4x

A YEAR!

2020

MEDIA INFORMATION

PUBLISHING

1

BUSINESS

Issue date
20 February
Copy date
31 January

2

PHENOMENA

Issue date
14 May
Copy date
24 April

3

SERVICE

Issue date
10 September
Copy date
17 August

4

OWN CAREER

Issue date
5 November
Copy date
16 October

Multiple channels, endless possibilities!

Ad placement in a newsletter, partner blog, banner, podcast and vlog on Shaker's website, as well as social media posts open a host of new possibilities. Incisive and topical content published wherever the customers are.

- Partner blog, starting **750 €**
- Newsletter, **650 €** / post
- Banners, starting **800 €**

PRO, Evento Awards, trainings and seminars are also looking for partners. Interested? We also know skilled producers and help you with writing. Just ask!



Alcohol & Professionals 2020

Issue date 14 May
Copy date 7 April

Book your ad placement well in advance.

Further information: Anja Moilanen,
+358 40 537 4272, anja.moilanen@aromilehti.fi



New!

Launching something new? Use Shaker's New column to announce it. Book a space and send your text and image, price 400 € + VAT.

Advertorial - single content, multiple channels

Would you like to intergrate your advertising message directly into Shaker'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 Shaker'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
3,500€
spread + VAT
Price includes content producer's work and layout design.



- Excerpt in a newsletter
- Use on the company's own media channels
- Posting in a partner blog
- Ideas, recipes and useful things for work!

- Published in Shaker magazine
- Content co-operation shakerlehti.fi
- Use as a brochure

ADVERTISING FORMATS AND RATES 4-colour (VAT 0%)		
Double-page spread	460 x 297 mm	3,500 €
Full page	230 x 297 mm	2,500 €
Full page 2nd cover	230 x 297 mm	2,500 €
Full page back cover	230 x 270 mm	2,800 €
Half page - horizontal	230 x 146 mm	1,500 €
Half page - vertical	112 x 297 mm	1,500 €
One-third page	75 x 297 mm	1,200 €
Quarter page	93 x 130 mm	1,000 €

- Please add 5 mm to advertising material for bleed.
- Special placements and sizes upon separate agreement.
- Inserts A4 starting at 2,950 € - request an offer!

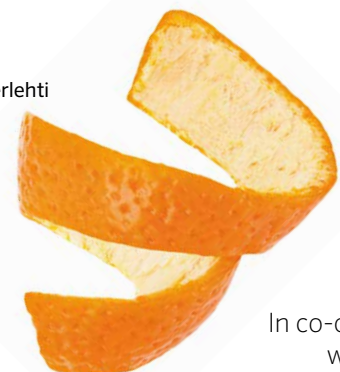
TECHNICAL SPECIFICATIONS	
Magazine size: 230 x 297 mm	Binding: glued
Raster: 60 lines	Profile: ISOcoated_v2_bas.ICC

- Copy: ilmoitukset@aromilehti.fi
- Please specify name of magazine, 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 12,000
Subscription 49 € / year

- facebook.com/shakerlehti
- shakerlehti



In co-operation with FBSK

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