

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

4x
A YEAR!

**Use the
New column
for 400 € /
publication.**

**MEDIA
INFORMATION**
2019

PUBLISHING

1

Issue date
1 March

Copy date
14 February

2

Issue date
6 May

Copy date
16 April

3

Issue date
13 September

Copy date
28 August

4

Issue date
1 November

Copy date
16 October

New, precisely targeted newsletter – Shaker Offers

Fast ideas, new items and tips for professionals in their day-to-day operations. Shaker Offers is a precisely targeted advertising channel, which brings together special offers, ideas and reminders suitable for a specific timeframe. This concise info package is extremely effective for the reader and advertiser.

ISSUE SCHEDULE FOR 2019

3 Feb, 10 Mar, 5 May, 15 Sep and 3 Nov

Published on Sunday afternoon, with a re-release on Tuesday morning.

All newsletters 2,500 € + VAT. Newsletter price 650 € + VAT/year. Limited number of advertising spaces/newsletter.

Further information and sales: Anja Moilanen, anja.moilanen@aromilehti.fi, +358 (0)40 537 4272.



Alcohol & Professionals 2019

Published **6 May**
Copy **2 April**

Book your ad placement well in advance.

Further information: Anja Moilanen, +358 (0)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

Will your advertising message be integrated 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 work and layout design.



Excerpt in a newsletter

Making good use of the company's own channels

Posting in partner blogs

Ideas, recipes and useful things for work!

Published in Shaker magazine

Publication 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 of text	230 x 297 mm	2,500 €
Full page 2nd cover	230 x 297 mm	2,500 €
Full page of text 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 kpl
Subscription 49 € / year

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