

EVENTS | COMMUNICATIONS

eventolehti.fi

evento

PRINT | SOC MED | DIGI | LIVE

More than a magazine

Media information 2019

Evento is media

for event industry professionals, event organisers, event marketing professionals, HR professionals, people in communications, interactors, networkers, office professionals and marketing and sales professionals who value strategically high-profile encounters

Evento

Three-dimensional media

•
High-quality professional magazine

•
Network builder

•
Connects readers and advertisers effectively

40,000
readers

2.5 readers/magazine

evento
♥ the reader



evento

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CIRCULATION

16,000

SUBSCRIPTION RATES

Continuous (per year) 75 €
One year 95 €
Single issue 8,90 €
Online magazine:
eventolehti.fi/in-english
Single-issue price 3,90 € and
12 issues 36 €

EMAIL

firstname.lastname@eventolehti.fi

WEBSITE

eventolehti.fi

SOCIAL MEDIA

Eventolehti
 facebook.com/eventolehti

DESIGN

Hanna-Mari Jaakkola

PUBLISHED BY

Mediatalo Keski-suomalainen Oyj,
Omnipress Oy / Magazine Group

Decision-makers read Evento

Evento targets a very influential and wide-ranging group of professionals. The magazine is read by CEOs and assistants, HR managers and marketing bosses.

The core of Evento's content is interpersonal encounters as a means of marketing and advertising influence. Modern-day encounters are goal-oriented, meaningful and result in changes in behaviour. Digital opportunities add new dimensions to encounters and extend them. Encounters are the most effective tool for marketing communications.

Evento provides professionals with **inspiring and informative content that can be directly put to use in day-to-day operations**. It serves all decision-makers in a variety of channels and in three dimensions. Evento brings work to a new level with its positive, energetic approach.

One of the **magazine's strengths is its diversity**, encouraging readers to be where their customers are.

Genuine, goal-oriented meetings lay the foundation for the future.

eventodate

Evento Date is an event for readers. The meetings are always productive and we organise the events in co-operation with partners. Do you have a good idea and time to make it happen? Let's work together!

Eventolehti.fi

Evento's website is a fast, user-friendly channel of communication that gives added value to the magazine between issues. Interactive websites provide an impressive showcase for ads, which is effective when combined with print advertising.

aromi
shaker
evento

Advertorial – single content, multiple channels

Will your advertising message be integrated directly into Evento'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 Evento's channels**, using different main messages/excerpts, and even in the advertiser's own media.

Prices starting at **€3,800** spread + VAT
 Price includes content producer work and layout

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

Excerpt in a newsletter

Publication content in co-operation eventolehti.fi

Published in Evento magazine

Posting in partner blogs

Excerpt in Facebook



Approach that speaks to readers!

Use on the company's own media channels

Use as a brochure

Special solutions

A card, A4-sized insert, brochure, model, taste, price list, customer magazine or sample. 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!

The partner blogs on the Evento website and on our Facebook page open a host of new possibilities. Incisive and topical content published wherever the customers are.

The BtoB pages are a regular feature of Evento. An advertisement in the directory ensures that information about your company will appear in every issue throughout the year. Sizes starting at 90 x 40 mm, price 1,600 €/year.

Book specialised solutions and specific placements in advance!

evento offers

Popular, regularly published themed newsletter

Evento Offers is a precisely targeted advertising channel, which brings together special offers, ideas and reminders suitable for a specific timeframe. Evento Offers is a precisely targeted, enjoyably concise info package for its readers, and its themes make it especially effective for advertisers.

- Published on Tuesday and re-released on Thursday.
- 35,000–40,000 recipients/newsletter.
- The newsletters are themed and also written specifically to suit a given topic (theme introduction, leading to an idea, inspiring thoughts, etc.).
- Price 850 € + VAT/year.
- 4–6 advertisement spaces/newsletter.

Note!
Spaces fill up quickly.

ADVERTISING FORMATS * AND RATES 4-colour (VAT 0%)

| | | |
|------------------------------|--------------|---------|
| Double-page spread** | 460 x 297 mm | 7,900 € |
| Full page of text | 230 x 297 mm | 4,600 € |
| Full page 2nd cover | 230 x 297 mm | 4,800 € |
| Full page of text Back cover | 230 x 270 mm | 5,500 € |
| Half page – horizontal | 230 x 146 mm | 3,300 € |
| Half page – vertical | 112 x 297 mm | 3,300 € |
| One-third page | 75 x 297 mm | 2,700 € |
| Quarter page | 93 x 130 mm | 2,200 € |
| One-eighth page | 93 x 62 mm | 1,600 € |
| Module | 93 x 30 mm | 900 € |

TECHNICAL SPECIFICATIONS

Magazine size: 230 x 297 mm

Raster: 60 lines

Binding: glued

Profile: ISOcoated_v2_bas.ICC

Copy: ilmoitukset@eventolehti.fi

Please specify name of magazine, issue and advertiser.

* Please add 5 mm to advertising material for bleed.

** Please note the glue binding.

Book specific placements in advance!

Evento brings readers and advertisers together

The magazine entices readers with its incisive, useful content, which is still talked about even after reading and leaves the reader wanting more. For advertisers, Evento offers a readership of public sector and corporate decision-makers, who are responsible for and have the power to make purchases and budgets for organising events.

Evento is a useful professional magazine

A professional magazine is the most effective way to add a journalistic touch to advertising. 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. Evento is perceived as being a source that entertains, generates ideas and provides a wealth of information.

Evento's goal

is to raise the profile of the event sector and emphasise the importance of meetings as a resource for employees, companies and entire organisations. Evento is a targeted communications channel for professionals.

Schedule 2019

1

Conference and seminar

Published **1 February** Copy **16 January**

Note!

Fair
issue

2

Events and safety

Published **22 March** Copy **6 March**

Kongressi 2019 event publication*

3

Occupational well-being

Published **24 May** Copy **7 May**

4

Personnel and clients

Published **23 August** Copy **7 August**

5

Parties

Published **4 October** Copy **19 September**

Massive distribution

6

Experiences

Published **15 November** Copy **29 October**

** Kongressi 2019 event 3–4 April 2019, Messukeskus Helsinki, Expo and Convention Centre

Tried and true

Decision-makers

- 82% of the readers make decisions on events
- 83% make decisions on meeting arrangements
- 77% make decisions on training arrangements

49,600 readers

- 2.5 readers/magazine
- 64% from companies, 36% from the public sector

According to readers, the magazine is topical, interesting and contains fascinating articles that deal with one's own occupation. Ideas taken from the magazine are used in the workplace and even the advertisements are considered useful. Evento is a pleasure to read and its design is very attractive. The reader survey was conducted by Tietoykkönen Oy in May 2018. For more information on the survey, visit: eventolehti.fi/mediatiedot. Readers feel that Evento is reliable, groundbreaking, a news channel and a dynamic newsletter.

Readers

- decision-makers
- sales
- communications
- marketing
- event organisers
- HR professionals
- office professionals

Readers



Evento Awards

Evento Awards reward the event professionals and venues recommended by our readers as well as the best efforts of events organisers each year.

The awards are presented each year in **14 separate categories**. A jury of international and Finnish experts chooses the Evento Awards winners.

The Evento Awards reward the best and actively promote the importance of encounters between people. **The next Awards ceremony will be held on 04/04/2019**. Everyone is welcome to join in the celebrations!

What could possibly be better than this? We are actively seeking new partners for our Evento Awards collaborations. Shall we talk?

Award categories

- Company event
- Personnel event
- Consumer event
- Promotion/Launch
- Fairs

Readers

- Small event venue
- Large event venue
- Accommodation
- Catering company
- Restaurant/Café
- MC/Speaker/Trainer
- Performer/Artist
- Industry mover and shaker
- Event organiser



Food Camp Catering won the Catering category in 2018.

