

shaker

PROFESSIONAL MEDIA FOR
THE ALCOHOL SERVING INDUSTRY



AVECMEDIA.FI

**TARGET GROUP:
PROFESSIONALS
IN THE LICENSED
PREMISES**

Licensed restaurants and Alko stores
in Finland, members and subscribers
from FSBK, Finnish Sommelier
Association and Collegium Culinarium.

**MEDIA
INFORMATION**

**20
24**

**4x
A YEAR**

Shaker is the exciting media
that reaches professionals
of the beverage industry and
is read from cover to cover.

Advertisement
in a newsletter

650€

NEW MAGAZINE!
Shaker
International
in English

SCHEDULE

1

Issue date
21 February
Copy date
5 February

Gastro
Fairs 3/24

2

Issue date
8 May
Copy date
22 April

Summer
Extra

3

Issue date
4 September
Copy date
19 August

Bar Convent
Berlin 10/2024

4

Issue date
13 November
Copy date
28 October

Reach your customers all year around

Shaker magazine, newsletter and avecmedia.fi.

ADVERTISING FORMATS AND RATES* (VAT 0%)

Double-page spread	460 x 297 mm	3,500€
Full page back cover	230 x 270 mm	2,900€
Full page 2nd cover	230 x 297 mm	2,700€
Full page	230 x 297 mm	2,600€
Half page – horizontal	230 x 146 mm	1,600€
Half page – vertical	112 x 297 mm	1,600€
One-third page	75 x 297 mm	1,300€
Quarter page	93 x 130 mm	1,100€

- Please add 4 mm to advertising material for bleed.
- Special placements and sizes upon separate agreement.
- Inserts – request an offer!

***For Shaker 3's price inquiries, contact the account manager.**

NOTE! Advertisement for spirits can be published in Shaker magazine if complying with the Finnish law and instructions from the authorities.

TECHNICAL SPECIFICATIONS

Magazine size: 230 x 297 mm, raster: 70 lines, binding: glued, profile: ISOcoated_v2_bas.ICC

- Copy: ilmoitukset[at]aromilehti.fi
- Please specify the name of magazine, issue and the advertiser.
- Cancel advertisements three weekdays before magazine's copy date.
- Complaints must be made within 14 days of publication.

Subscription 49€ / year

SHAKER NOVELTY COLUMN

Launching something new? Use Shaker's novelty column. Book a space, send your text and image. Please note the limited number of available spaces per each magazine. **Price 500€ / magazine.**

NEWSLETTER

Shaker's newsletter is a regularly published electronic newsletter, which brings together editorial picks and advertisers' current news. Please note the limited number of advertising spaces per newsletter.

- Newsletter reaches approximately 5,000 professionals and the click-through rate is 25–30%. **Price 650€ / post.**
- Please specify advertiser, link to landing page and issue date.
- **For print advertisers, newsletter visibility 500€.**

CONTACT US

Tanja Lukkarinen, Account Manager
tanja.lukkarinen[at]media.fi, +358 40 529 3628

Ester Auf Der Mauer, Account Manager
ester.aufdermauer[at]media.fi, +358 40 643 3882

Outi Tuomivaara, Editor-in-Chief
outi.tuomivaara[at]media.fi, +358 44 550 5184

in @ f X
@avecmediafi

Mediakonserni Keskisuomalainen, Omnipress oy

Advertorial

A commercial article in the Shaker magazine.

An advertising similar to the editorial material in the Shaker magazine. With an advertorial, you can tell about your products and their possibilities of use in a more detailed manner.



- Published in Shaker magazine, excerpt in a newsletter, use on the company's own media channels.

Note! The deadline for the material is one week before the other advertising materials.

*Price includes content producer's work and layout design.

avecmedia.fi

Shaker lives online 24/7.

Avecmedia is the number one online media for professionals within the food, beverage and event industry. Take advantage of the visibility it offers for brand communication, products, services and events. Let's design an addictive entity together!

DISPLAY ADVERTISING PRICES

Product	Desktop	Mobile	Price
Maxi-parade	980 x 552 px	300 x 300 px	2,800€ / month
Digital full-page	620 x 891 px	300 x 600 px or 300 x 431 px	2,400€ / month
Giant box	468 x 600 px	300 x 431 px	1,900€ / month
Box	468 x 400 px	300 x 300 px	1,400€ / month
Vertical parade	300 x 600 px	300 x 600 px	1,200€ / month
Interstitial	600 x 700 px	600 x 700 px	700€ / day

NATIVE – COMMERCIAL ONLINE ARTICLE

A commercial article on avecmedia.fi is a great way to tell e.g. about the brand and events.

2,400€ / native. Price includes content producer's work.

NOTE! In Avecmedia, you can advertise products with less than 22% alcohol in accordance with Finnish law and the instructions of the authorities.

More information and technical specifications
avecmedia.fi/mediatiedot

AVECMEDIA.FI

shaker



Shaker co-operates with
Finlands Bartenders &
Supporters Club FBSK.