

FOR EVENTS PROFESSIONALS

Magazine + avecmedia.fi

EVENTO

MEDIA

INFORMATION

FOR

NETWORK BUILDER

INSPIRING PROFESSIONAL MAGAZINE

MULTI-CHANNEL MEDIA

Evento raises the profile of the event industry and emphasises the importance of encounters as a resource for employees, companies and entire organisations. Evento is a targeted communications channel for professionals.

**AVEC
MEDIA.FI**

The #1 media for event professionals

The decision maker reads Evento

Evento's target group is an impressive and diverse group of professionals. The magazine is read by CEOs and executive assistants as well as personnel managers and marketing decision makers.

For the advertiser, Evento offers

Decision makers in the public sector and business world who have the responsibility and decision-making power to purchase and budget for occasions and events. According to a reader survey, 4/5 of the respondents said that they use Evento magazine actively in their work. Evento is perceived as entertaining, inspiring and useful source of information.

Targeted encounters

Evento connects people both physically and digitally. It offers professionals inspiring content for everyday use. Evento works in print, in live meetings, at avecmedia.fi and in newsletters. Evento also organizes an event industry competition and Evento Awards gala.

SALES

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TECHNICAL SPECIFICATIONS

Magazine size 230 x 297 mm

Raster 70 lines

Binding glued

Profile ISOcoated_v2_bas.ICC

MATERIALS

[ilmoitukset\[at\]eventolehti.fi](mailto:ilmoitukset[at]eventolehti.fi)

Please specify the name of the magazine, issue and the advertiser. Advertisement cancellations three weekdays before the magazine copy date.

DESK EDITORS

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SUBSCRIPTION RATES

Continuous (per year) 75€

One year 95€

Online magazine:

lehtiluukku.fi/lehti/evento

Single-issue price 5.90€ and

12 months 29€

SUBSCRIPTION SERVICE

Magazine subscriptions and address changes
[tilaajapalvelu\[at\]media.fi](mailto:tilaajapalvelu[at]media.fi)

WEBSITE

avecmedia.fi

SOCIAL MEDIA

in @ f X

@avecmediafi

PUBLISHED BY

Mediakonserni
Keski-suomalainen,
Omnipress oy

EVENTO
aromi
shaker

Schedule & themes 2024

SPRING

1

Occupational well-being & sustainability

Issue date 31 January

Copy date 15 January

Tapahtumateollisuus NYT 5–6 February

2

Conference & encounters

Issue date 27 March

Copy date 11 March

*Evento Awards and Kongressi Meetings & Events
10–11 April 2024*

3

Culture & experiences

Issue date 22 May

Copy date 6 May

Survey issue

AUTUMN

4

Parties

Issue date 28 August

Copy date 12 August

Kokouspisteiden Messut 9 September 2024

5

Clients & personnel

Issue date 16 October

Copy date 30 September

Extra distribution to Jyty members

6

Events & finance

Issue date 27 November

Copy date 11 November

Evento magazine

ADVERTISING FORMATS* AND RATES (VAT 0%)		
Full page back cover	230 x 270 mm	5,500€
Full page 2nd cover	230 x 297 mm	4,900€
Full page	230 x 297 mm	4,700€
Half page – horizontal	230 x 146 mm	3,400€
Half page – vertical	112 x 297 mm	3,400€
One-third page	75 x 297 mm	2,800€
Quarter page	93 x 130 mm	2,300€
One-eighth page	93 x 62 mm	1,700€
Module	93 x 30 mm	950€
BtoB advertisement	90 x 90 mm	2,100€ / year

* Please add 4 mm to advertising material for bleed.

Avecmedia.fi

Evento lives online 24/7.

Avecmedia is the number one online media for the food, beverage and event industry professionals.

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 advertising

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

More information and technical specifications

avecmedia.fi/mediatiedot

EVENTO *offers*

Offers, ideas, reminders

Evento Offers is a precise, catchy information package for its readers and an advertising channel exactly right for you. The themed newsletter gathers current offers, ideas and reminders in one place.

- Published on every other Tuesday and re-released on Thursday.
- 21,000–23,000 recipients/letter, click-through rate 20–25%.
- Limited number of spaces for advertisers, max. 5 per newsletter.
- **890€** / letter.

ADDITIONAL FLAP OR OWN COVER – LET'S DO IT!

A card, A4-sized insert, brochure, price list, customer magazine or sample. Loose, bound, glued or foiled. **What else?** Cover surfaces, additional surfaces, cover flap, specific placements, an advert with a tail – the possibilities are endless!

ENCOUNTERS AND NETWORKING

Evento Date is an event for readers. It is always productive and organised in co-operation with our partners. Do you have a good idea and time to make it happen? Let's work together!

Multi-channel advertising packages

Multi-channel and long-term visibility is the way to go for the best results. Take advantage of Evento multi-channel advertising packages, which will help you reach thousands of event industry professionals, and you will leave a lasting impression with your message. Choose the most suitable package and the desired publishing dates, or are you up to planning a completely customized package with us?

L-PACKAGE

- 2 x Full page, Evento Magazine
- 2 x Evento offers Newsletter
- 2 x Avecmedia.fi Box 1 month

L-package
9,900€
rrp 13,980€

M-PACKAGE

- 1 x Full page, Evento Magazine
- 1 x Evento offers Newsletter
- 1 x Avecmedia.fi Box 1 month

M-package
5,300€
rrp 6,990€

S-PACKAGE

- 2 x Evento offers Newsletter
- 1 x Avecmedia.fi Box 1 month

S-package
2,600€
rrp 3,180€

Advertorial

Advertisement content similar to editorial material.

Printed on Evento magazine's pages and the digital version at Avecmedia.fi. An advertorial provides an opportunity to tell the readers about your products and their possibilities in more detail. Published in Evento magazine and on avecmedia.fi accompanied by the word ADVERTISEMENT, excerpt in a newsletter, use on the company's own media channels.

Note! Advertorial material date one week before other advertising materials.

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



Prices* start at
4,200€
spread

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WELL IN ADVANCE!**