

MEDIA FOR FOOD & DRINK PROFESSIONALS

aromi

**& AVEC
MEDIA.FI**

**THE #1
INDEPENDENT
MEDIA OF THE
HOSPITALITY
INDUSTRY**

**MEDIA
INFORMATION
2024**

**REACH ALL PROFESSIONALS
WITHIN THE COMMERCIAL KITCHEN
AND RESTAURANT SECTOR AND
THE DECISION MAKERS WITHIN
THE FOOD AND DRINK BUSINESS**

AROMI IS THE MAGAZINE FOR FOOD AND DRINK PROFESSIONALS

Aromi reaches professionals within the professional kitchen and restaurant industry, restaurants, hotels, cafes, transport stations, fast food restaurants, bars, school kitchens, staff restaurants, hospitals, catering services, food and beverage industry, hospitality students, entrepreneurs, industry stakeholders and passionate food enthusiasts. The reader spends a long time with Aromi and returns to it several times. Is there a better media environment for advertising?

AVEC MEDIA.FI - TOP PARTNER FOR PROFESSIONALS

The websites of Aromi, Evento and Shaker magazines have merged into avecmedia.fi online media which is an effective channel you can use to reach food and beverage professionals 24/7.

AROMI MAGAZINE SCHEDULE 2024

1

Trends, street food and packages.

Issue date	10 January
Copy date	18 December

FFCR fair magazine*

2

Dessert, café and vitrines.

Issue date	28 February
Copy date	12 February

Gastro fair magazine**

3

Meat, sauces and spices.

Issue date	10 April
Copy date	22 March

4

Veggie and take away.

Issue date	29 May
Copy date	13 May

5

Harvest season and drinks.

Issue date	7 August
Copy date	17 June

6

Fish and sustainability.

Issue date	11 September
Copy date	26 August

Massive distribution***

7

Commercial kitchen, machinery and digitalisation.

Issue date	16 October
Copy date	30 September

8

Frozen and semi-processed goods, everyday food.

Issue date	20 November
Copy date	4 November

Special issue for the PRO-competition

* **Fastfood & Café & Restaurant Expo**
24–25 January 2024

** **Gastro trade fair**
13–15 March 2024

*** **Massive distribution is executed in September.**
With these issues you will reach all manufacturing and central kitchens in Finland.

SALES

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TECHNICAL SPECIFICATIONS

Magazine size: 230 x 297 mm
Raster: 70 lines
Binding: glued
Profile: ISOcoated_v2_bas.icc

Please specify the name of the magazine, issue and the advertiser.

Advertisement cancellations three weekdays before the magazine copy date.

MATERIALS

ilmoitukset[at]aromilehti.fi

DESK EDITORS

Outi Tuomivaara

Editor-in-Chief
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SUBSCRIPTION RATES

Continuous (per year) 100€,
One year 122€,
Single issue 12.90€
Online magazine:
aromilehti.fi/digilehti
Single issue 6.90€ and
8 issues 49€

SUBSCRIPTION SERVICE

Magazine subscriptions and address changes
tilaajapalvelu[at]media.fi

WEBSITE

avecmedia.fi

SOCIAL MEDIA

in @ f X
@avecmediafi

PUBLISHED BY

Mediakonserni
Keskisuomalainen,
Omnipress oy

aromi
EVENTO
shaker

AROMI MAGAZINE

Advertising formats* and rates (VAT 0%)

Double-page spread**	460 x 297 mm	7,900€
Full page back cover	230 x 270 mm	5,100€
Full page 2nd cover	230 x 297 mm	5,100€
Full page	230 x 297 mm	4,900€
Half page horizontal	230 x 146 mm	3,700€
Half page vertical	112 x 297 mm	3,700€
One-third page	75 x 297 mm	3,200€
Quarter page	93 x 130 mm	2,600€
One-eighth page	93 x 62 mm	1,500€
BtoB services directory	from 90 x 45 mm	from 1,000€/issue

* Please add 4 mm to advertising material for bleed.

** Please note the glue binding.

AVECMEDIA.FI

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

NEWSLETTER

Aromin Makupaloja is a newsletter, which brings together the editors' choices and the topical messages from advertisers.

Advertising
in a newsletter
1,000€

- **18,000–20,000 recipients / letter, click-through rate even 30%.**
- A good photo/video, a concise text (max 500 characters) and a link needed from the advertiser.
- **Price 1,000€ / letter**, combined with printed adverts the advertiser's discount –30%

AROMI NOVELTY COLUMN

Launching something new? Take advantage of Aromi novelty column. Book a space and send your text and image, **price 1,000€**. Please note the limited number of available spaces.

MULTI-CHANNEL ADVERTISING PACKAGES

With multi-channel and long-term visibility you can get the best results. Take advantage of Aromi's advertising packages to reach thousands of hospitality industry professionals and leave a lasting memory with your message. Choose the appropriate package and the desired publication dates or should we design a customized package?

L-PACKAGE

- 4 x Full-page
- 4 x Digital full-page
- 4 x Newsletter

23,240€
rrp 33,200€
-30%

M-PACKAGE

- 2 x Full-page
- 2 x Giant box
- 2 x Newsletter

11,500€
rrp 14,400€
-20%

S-PACKAGE

- 2 x Giant box
- 2 x Newsletter

4,900€
rrp 5,800€
-10%

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

Effective ways to stand out.
Also ask other special options.



Chefs.fi

Aromi is the official member magazine of the Finnish Chef Association.

Aromi is included in the membership fee. The chefs publish their news in Aromi four times a year.

2024 **PRO**

PRO-GALA INTERESTED IN A BUSINESS PARTNERSHIP?

More information
Customer Relationship Manager
Päivi Tuomisto,
paivi.tuomisto@media.fi

REACHING COMMERCIAL CONTENT

Aromi magazine is just the right media environment for your high-quality commercial content. You can choose a turnkey production or deliver us your ready-made material.

ADVERTORIAL

Advertisement content similar to editorial material printed on Aromi magazine's pages. An advertorial provides an opportunity to tell readers about your products and their possibilities in more detail. The text is part of the magazine and its editorial content.

- Published in Aromi magazine
- Published 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.

*Turnkey production includes the content producer's work and the graphic design, media space in the magazine, printing and distribution.



PARTNER RECIPES

Tell the readers about the versatility of your products in the form of recipes. This entity is an effective way to inspire the readers and get your products on the professional kitchen menus.

- Published in Aromi magazine
- Published on avecmedia.fi, accompanied by the word ADVERTISEMENT
- Excerpt in a newsletter
- Use on the company's own media channels

*Turnkey production includes the content producer's work and the graphic design, media space in the magazine, printing and distribution. Introduction and 4–6 recipes.

