

shakerlehti.fi

MORE THAN A MAGAZINE.

# shaker

aromin SPECIAL MAGAZINE FOR PROFESSIONALS IN LICENSED PREMISES



Use the  
New column  
for 400 € /  
publication

CIRCULATION  
**12,000**

2021

## MEDIA INFORMATION

Shaker helps you  
meet licensed premises  
professionals from  
all over Finland

**4x**  
A YEAR!

## 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 Culinarium.

## PUBLISHING

<b>1</b>	<b>BUSINESS</b> Issue date <b>18 February</b> Copy date <b>26 January</b>	<b>2</b>	<b>PHENOMENA</b> Issue date <b>6 May</b> Copy date <b>9 April</b>	<b>3</b>	<b>SERVICE</b> Issue date <b>9 September</b> Copy date <b>19 August</b>	<b>4</b>	<b>OWN CAREER</b> Issue date <b>4 November</b> Copy date <b>14 October</b>
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# Multiple channels, endless possibilities!

Ad placement in a newsletter, partner blog, banner, podcast and vlog on Shaker's website, as well as social media posts open a host of new possibilities. Incisive and topical content published wherever the customers are.

- Partner blog, starting **750 €**
- Newsletter, **650 €** / post
- Banners, starting **800 €**

PRO, Evento Awards, trainings and seminars are also looking for partners. Interested? We also know skilled producers and help you with writing. Just ask!



**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

Would you like to intergrate your advertising message 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's work and layout design.

**IDEAS, RECIPES AND USEFUL THINGS FOR WORK!**

Excerpt in a newsletter

Use on the company's own media channels

Posting in a partner blog



Published in Shaker magazine

Content co-operation shakerlehti.fi

Use as a brochure

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

Double-page spread	460 × 297 mm	3,500 €
Full page	230 × 297 mm	2,500 €
Full page 2nd cover	230 × 297 mm	2,500 €
Full page back cover	230 × 270 mm	2,800 €
Half page - horizontal	230 × 146 mm	1,500 €
Half page - vertical	112 × 297 mm	1,500 €
One-third page	75 × 297 mm	1,200 €
Quarter page	93 × 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!

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

Anja Moilanen, Sales Manager .....+358 40 537 4272  
 Nina Harlin, Business Director .....+358 400 629 400  
 Heli Koivuniemi, Editor-in-Chief .....+358 400 133 955

Email [firstname.lastname@aromilehti.fi](mailto:firstname.lastname@aromilehti.fi)  
 Publisher Mediatalo Keski-suomalainen / Magazine Group, Omnipress oy

## TECHNICAL SPECIFICATIONS

Magazine size: 230 × 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  
 Subscription 49 € / year

[facebook.com/shakerlehti](https://www.facebook.com/shakerlehti) [shakerlehti](https://www.instagram.com/shakerlehti)



In co-operation with FBSK (Finnish Bartenders and Supporters Association)