

The background of the entire page is a repeating pattern of beer glasses. Each glass is filled with a dark green liquid and topped with a thick, light blue foam. The glasses are arranged in a grid-like pattern, with some overlapping. The background color is a solid, medium blue.

OLUTPOSTI

MEDIAKORTTI 2024

OLUTPOSTI-MAGAZINE AND MEDIA CHANNELS

Olutposti is Finland's biggest and nicest media focusing on beverage and food culture. Our staff and journalists are the cream of the business and several industry influencers are on our team.

In our magazine, e-magazine, website and social media channels we produce content crossing cultural boundaries, reaching a wide readership, stories, people and quality first. We report the latest news on the beverage industry.

The magazine can be subscribed as a paper version delivered to your home, or as a digital publication on our app. Single issues can be purchased at Lehtipiste sales points or digitally on the Olutposti app.

All subscribers have access to our back catalogue on the application all the way back to 2021. Ads on the digital platform work as hyperlinks straight to the advertiser's website or campaign site.

We also distribute Olutposti for free at many industry events like beer festivals around Finland. The paper magazine is also delivered to all members of the Finnish Beer Society, our many partner restaurants and their customers, all the franchisers of the K-Citymarkets and K-Supermarkets, decision makers in the retail and restaurant industries, Alko stores all over Finland, beer bloggers and other industry influencers in Finland.

Our estimated readership per issue is estimated around 65 000-95 000 depending on season and the volume of the distribution at events. Our goal is to increase readership by investing on the digital magazine and distribution at industry specific events.

Olutposti comes out four times per year, roughly February, June, September and November.

Our website traffic is growing at an impressive pace. According to the latest statistics at the time of writing our website has 28 000 visitors per week. Our social media posts reach 70 000 to 90 000 readers and naturally we also have a Youtube with over 300 000 views at the time of writing. Our social media channels can also be used as highly targeted ad platforms, reaching the right customers easily and affordably.

The Olutposti website is at www.olutposti.fi and our popular social media channels are:

Olutposti: www.facebook.com/olutposti

Kotiolutposti: www.facebook.com/kotiolutposti

Siideriposti: www.facebook.com/siideriposti

Tisleposti: www.facebook.com/tisleposti

Pienpanimot: www.facebook.com/pienpanimot

Olutarviot: www.facebook.com/olutarviot

Other channels:

Olutposti Instagram: [@olutposti](https://www.instagram.com/olutposti)

Olutposti LinkedIn: www.linkedin.com/company/olutposti-media-oy

AD SIZES AND PRICING

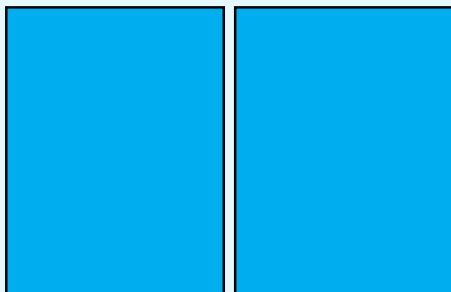
Olutposti-magazine and e-magazine:

Ad size	Price	Year deal, four issues	Sizes in millimeters
Full page	1780	1460	215x275 + 5mm margins
Half page	1050	860	Landscape 195x120, portrait 100x275 + 5mm
1/3 page	960	760	195x75
1/4 page	780	680	Landscape 195x55, portrait 100x120
1/6 page	480	380	100x75
Footer	280	260	195x26
Inside cover	2150	1850	215x275 + 5mm margins
Back cover	2050	1750	215x275 + 5mm margins
Full spread	2850	2650	430x275 + 5mm margins

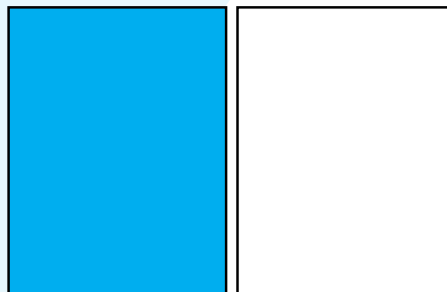
Recommendation

1 page advertorial (1-2 images)	Hinta
Olutposti-magazine, e-magazine, website ja Facebook	1740
Olutpostin website ja Facebook	980
Option: Olutposti producing the article for you	450

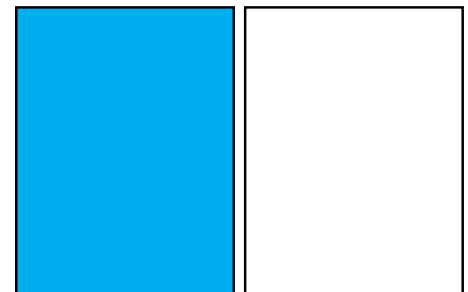
Spread



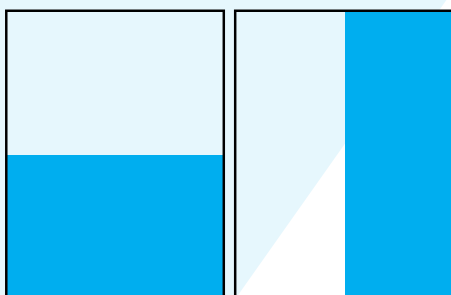
Full page, back or inside cover



Advertorial



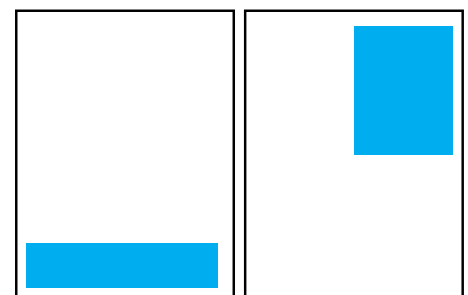
Half page, landscape or portrait



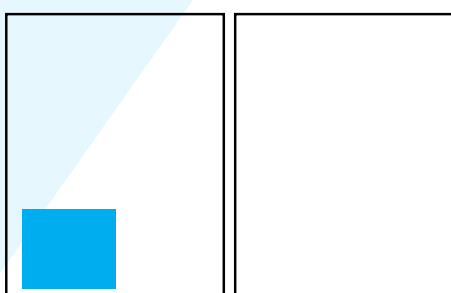
1/3 page



1/4 page, landscape or portrait



1/6 page



Footer



SUPER EFFICIENT AND AFFORDABLE MULTI MEDIA PACKS

PACK 1	Price	
Magazine and e-magazine full page	1780	
Main banner 1 month	850	
Facebook-cover Olutposti 1 week	400	Extra weeks 350€/week
Facebook-boosted post	50	Extra posts á 40€
Full price	3080	
Media Pack Price	2450	

PACK 2	Price	
Magazine and e-magazine half page	1050	
Main banner 1 month	850	
Facebook-cover Olutposti 1 week	400	Extra weeks 350€/week
Facebook-boosted post	50	Extra posts á 40€
Full price	2350	
Media Pack Price	1950	

PACK 3	Price	
Magazine and e-magazine 1/3 page	960	
Main banner 1 month	850	
Facebook-cover Olutposti 1 week	400	Extra weeks 350€/week
Facebook-boosted post	50	Extra posts á 40€
Full price	2260	
Media Pack Price	1820	

PACK 4	Price	
Magazine and e-magazine quarter page	780	
Main banner 1 month	850	
Facebook-cover Olutposti 1 week	400	Extra weeks 350€/week
Facebook-boosted post	50	Extra posts á 40€
Full price	2080	
Media Pack Price	1620	

Digital Pack

BASIC PACK	Price	
Main banner 1 month	850	
Facebook-cover Olutposti 1 week	400	*
Facebook-boosted post	50	**
Full price.	1300	
Media Pack Price	1190	

*Extra weeks 350€/week **Extra posts á 40€

Option to advertise on the Olutposti and/or Pienpanimot Facebook pages

Facebook-cover 1 week	400/channel	*
Facebook-boosted post	50/post	**

*Extra weeks 350€/week **Extra posts á 40€

Web banner sizes and pricing

Web banner sizes:

Position	Size Desktop / Mobiili
Paraatibanneri / Alapalkki	1140x220px/800x300px
Sivubanneri	300x300px
Välibanneri	800x300px

Web banner pricing:

Position	1 wk	2 wk	3 wk	4 wk
Paraatibanneri	280	520	740	990
Sivubanneri	280	520	740	990
Välibanneri / Alapalkki	220	390	580	740

When making the image files, make sure they can be read even on a smaller resolution screen. On an older device the main banner width can be as low as 400 pixels.

File type either .jpg or .gif.

Banners to be delivered in full size and unpacked to sanna@olutposti.fi

Discounts

Campaign duration	
2 months	-5%
3 months	-10%
4 months	-15%
Full year	-25%

Includes changing the banner up to once per month.

All prices will have VAT 24% added.





New Banner Spots

The newsletter and the app front page offer entirely new, affordable and increasingly visible ad space.

App front page (left)

BASIC PACKAGE	Price
Banneri 1	400/month
Banneri 2	400/month
Banneri 3	350/month
Banneri 4	350/month

Newsletter (right)

BASIC PACKAGE	Price
2 letters	400
12 letters	1200
24 letters	2800

New banner sizes:

Banner	Width x height
App Banners	2048x300px
Newsletter	480x130px

When creating the file, make sure any text is legible in very small sizes. On mobile screens the width of the banner can be as little as 400px. File format is jpg.

Banners to be delivered full sized and unpacked to the address sanna@olutposti.fi

Discounts

App Campaigns	
2 months	-5%
3 months	-10%
4 months	-15%
Full year	-25%

Includes replacing the banners monthly.

All prices will have VAT 24% added.



Olutposti print magazine schedule 2024

Issue	Ad reservations	Material DL	Issue out
1/2024	25.1.	2.2.	23.2.
2/2024	7.5.	17.5.	7.6.
3/2024	8.8.	16.8.	6.9.
4/2024	24.10.	1.11.	22.11.

Please respect the deadlines.

Print Magazien Material Requirements

All materials intended for print to be delivered to ilmoitusaineistot@olutposti.fi

PRINT READY MATERIALS

We accept pdf, jpg- and tiff files.

- CMYK-colors.
- For best color reproduction use *ISO Coated v2 (basICColor)* color profile
- Jpg ja tiff files at least 300dpi
- Check with us if bleeds are necessary (5mm)

MATERIALS FOR ADS PRODUCED BY OLUTPOSTI

- Image files min. 300dpi, preferably RGB colors
- Logo and other graphics elements in vector format such as Illustrator or .eps files.
- Texts in a separate document (Word, RTF, TXT, etc.)

Ask for quote at cyde@olutposti.fi!

If the combined size of files exceeds 20MB, you can use WeTransfer, Google Drive links or similar.

These materials delivered to ilmoitusaineistot@olutposti.fi

Banner ad schedules and instructions

State your preferred start date and the URL you'd like the ad to point to. We accept jpg and gif. Pixel dimensions for different banner positions on page 5. Send web ad materials to sanna@olutposti.fi.

Ad sales and partnerships:

Jari "cyde" Hyttinen
+358 (0) 500 577 089
cyde@olutposti.fi

The logo for Olutposti, featuring the words "OLUT" and "POSTI" stacked vertically in a large, bold, black, sans-serif font.