

OLUTPOSTI

FOR ADVERTISERS / MEDIAPACK

OLUTPOSTI-MAGAZINE AND MEDIA CHANNELS

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Olutposti is the biggest and the comfiest publication concentrating on beer- and cider culture. Our editorial staff consists of top writers and influential professionals of the trade.

In our printed magazine as well as our other medias such as Olutposti.fi website, Olutposti Facebook and Instagram pages, Finland's Beer Society's FB, Pienpanimot FB group, we produce content that reaches a wide range of audiences from enthusiasts to professionals. For us, stories are just as important as people reading them. In Olutposti we report the latest news and follow the latest trends not forgetting the classics and history behind them. Our "Product news -section" keeps our readers up to date with what's new for purchase.

Olutposti is a concept among beer enthusiasts and professionals. The magazine can be subscribed or purchased from Lehtipiste. It can also be read as an e-magazine via Lehtiluukku. The e-magazine has hyperlinks attached to advertisements leading the reader straight to advertisers web address of choice.

The printed Olutposti-magazine is being distributed to all the major beerfestivals in Finland and given off for free during the happenings. Every member of Finland's Beer Society get's their copy with the membership as well as our +100 partnership restaurants and breweryshops. All the desicion makers of the drink industry and HoReCa -sector, retailers and bloggers read Olutposti.

Olutposti-magazine reaches approximately 55 000 to 60 000 people (subscribers, single copy buyers and festival attenders) per issue depending of the season. Olutposti-magazine is published 4 times each year.

Through Olutposti Media's other channels we reach approximately 3000 people daily. Our posts in social media reach 70 000-90 000 reads every week. Naturally we run our own YouTube-channel and a popular Twitter account. Olutposti Media's social media networks are great platforms for advertising. Ads can be easily targeted to groups of your choice with little cost.

In our mediapack we present several options that have been found effective for advertisers. All campaigns can also be tailored to your specific needs.

Let's make beer culture flourish, together.

ADVERTISEMENT SIZES AND PRICELIST

PRINTED OLUTPOSTI-MAGAZINE AND E-MAGAZINE

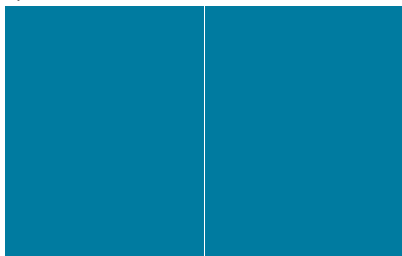
Ad size	Price	Whole year, 4 ads, price per ad.	Measurements in millimetres
1/1 page	1780	1460	215 x 275 mm + 5mm bleed
1/2 page	1050	860	Portrait 195 x 120 mm, landsc. 100 x 275 mm+5mm
1/3 page	960	760	195 x 75 mm
1/4 page	780	680	Portrait 195 x 55 mm, landscape 100 x 120 mm
1/6 page	480	380	100 x 75 mm
Footer	280	260	195 x 26 mm
Cover page 2	2150	1850	215 x 275 mm + 5 mm bleed
Back cover	2050	1750	215 x 275 mm + 5 mm bleed
Spread	2850	2650	430 x 275 mm + 5 mm bleed

Caution! The upper area of the back cover is where the subscriber's address is printed. A 3cm high area must be left empty for the address.

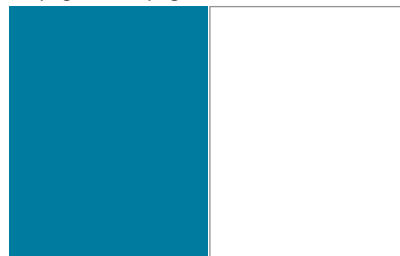
RECOMMENDATIONS

1/1 page advertorial (article with commercial content with 1-2 pictures)	Price
Published in the printed magazine, e-magazine, Olutposti-website and Facebook	1740
Published in Olutposti website and Facebook	980
Production and writing of the advertorial (optional)	450

Spread



1/1 page, cover page 2, advertorial



Back cover



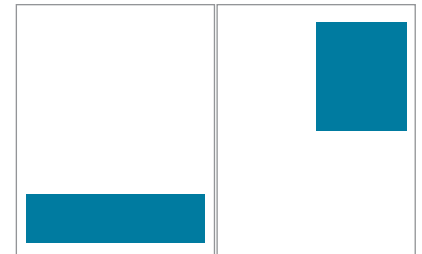
1/2 page landscape and portrait



1/3 page landscape



1/4 page landscape and portrait



1/6 page



Footer



EFFECTIVE LOW-PRICE MULTIMEDIACAMPAIGNS

Set 1	Price	
Printed and e-magazine 1/1 page	1780	
Web banner 1 month	850	
Facebook top banner 1 week	400	Additional week 350/week
Posting on Facebook	50	Additional posts 40/post
Recommended price	3080	
Set price	2450	

Set 2	Price	
Printed and e-magazine 1/2 page	1050	
Web banner 1 month	850	
Facebook top banner 1 week	400	Additional week 350/week
Posting on Facebook	50	Additional posts 40/post
Recommended price	2350	
Set price	1950	

Set	Price	
Printed and e-magazine 1/3 page	960	
Web banner 1 month	850	
Facebook top banner 1 week	400	Additional week 350/week
Posting on Facebook	50	Additional posts 40/post
Recommended price	2260	
Set price	1820	

Set 4	Price	
Printed and e-magazine 1/4 page	780	
Web banner 1 month	850	
Facebook top banner 1 week	400	Additional week 350/week
Posting on Facebook	50	Additional posts 40/post
Recommended price	2080	
Set price	1620	

E-MEDIA SETS

Basic	Price	
Web banner 1 month	850	
Facebook top banner 1 week	400	Additional week 350/week
Posting on Facebook	50	Additional posts 40/post
Recommended price	1300	
Set price	1190	

Optional advertising in Olutposti and Pienpanimot Facebook-groups

Facebook top banner 1 week	400 / channel	Additional week 350/week
Posting on Facebook	50 / channel	Additional posts 40/post

BANNERS

Banner type	Size Desktop/Mobile	Price 1 week	Price 2 week	Price 3 week	Price 4 week	File
Leaderboard	2256x420 px / 1700x560 px	280	520	740	990	PNG, JPG, GIF, MP4
Vertical rectangle side	600x1200 px / 600x1200 px	220	390	580	740	PNG, JPG, GIF, MP4
Bottom of article	600x700 px / 600x700 px	280	520	720	920	PNG, JPG, GIF, MP4

Banner type	Size Desktop/Mobile	Price 1 month	Price 3 month	Price 6 month	Price 1 year	File
Between segments	600x500 px / 600x500 px	280	760	1480	2700	PNG, JPG, GIF, MP4

Max file size for banners 1Mb.

Leaderboard / top Banner



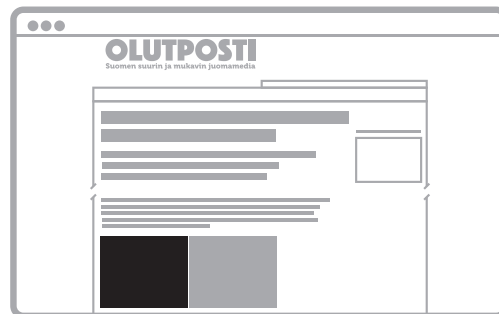
Small banners between content segments.



Side banners vertical or vertical rectangle



End of article banners (throughout the content).



DISCOUNTS

e-campaigns more than 2 months -5%

e-campaigns more than 3 months -10%

e-campaigns more than 4 months -15%

e-campaigns full year -25%

Banner content can be changed monthly.

All campaigns can be tailored to fit your needs.

VAT 24% will be added to price.

OLUTPOSTI PUBLISHING SCHEDULE

Issue	Ad reservations	Material deadline	Issue release
1/2019	Friday 1.2.	Wednesday 6.2.	Thursday 21.2.
2/2019	Friday 10.5.	Friday 17.5.	Thursday 6.6.
3/2019	Thursday 22.8.	Thursday 29.8.	Thursday 12.9.
4/2019	Tuesday 29.10.	Monday 4.11.	Wednesday 20.11.

Please follow the schedule.

DELIVERING THE MATERIAL AND MATERIAL REQUIREMENTS

All materials delivered in digital form to ilmoitusaineistot@olutposti.fi

PRINT READY MATERIALS

We accept PDF, high resolution JPG and TIF-formats in

- CMYK-colors
- JPG and TIF minimum 300dpi
- Check if 5 mm bleeds required

DELIVERING ADVERTISEMENT MATERIALS

We can produce material if needed. Ask for an offer.

- picture files minimum 300dpi RGB-colours
- Logo/vignette or other graphic should be saved as a vector image (Illustrator or EPS-file)
- Texts should be separate in Word, RTF or other common textfile format.

If size of the file exceeds 20MB, the materials can be sent via WeTransfer or other file sharing service to ilmoitusaineistot@olutposti.fi.

SCHEDULES WITH WEB BANNERS

Include information of campaign schedules and URL-address the banner will be linked to.

ADDITIONAL INFO

Mikko Hentunen +358 50 9100 655, mikko@olutposti.fi

OLUTPOSTI-MEDIA OY

olutposti@olutposti.fi | www.olutposti.fi

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