

DISPLAY PRODUCTS

Price list 2021

Ad formats

DISPLAY PRODUCTS
Sanoma RON

Ad impressions are shown on desktop, tablet and mobile devices unless mentioned otherwise. Site, section and device level products are sold using targeting pricing model. Rich media fee is 0,95€ CPM net.

PRICES 2021
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Ad format	Non-targeted	Targeting level 1 (+ 5 %)	Targeting level 2 (+ 15 %)	Targeting level 3 (+ 30 %)	Not available in:
Giant panorama	21	22,05	24,15	27,30	
Digital full page	22	23,10	25,30	28,40	HS, Aamulehti, Satakunnankansa, Supere.fi
Extra wide skyscraper	17	17,85	19,85	22,10	Supere.fi
Rectangle	10	10,80	11,80	13,00	Liikitys-tilat*
Native ad	17	17,85	19,85	22,10	Supere.fi
Giant panorama + wallpaper (desktop-only)	39	40,95	44,85	50,70	Supere.fi
Article video	18	18,90	20,70	23,40	Supere.fi
Vertical video	22	23,10	25,30	28,40	HS, Aamulehti, Satakunnankansa, Supere.fi
Video giant panorama	21	22,05	24,15	27,30	Supere.fi
Video wallpaper (desktop-only)	39	40,95	44,85	50,70	Supere.fi

Seasonal indexes

Season	Index
1.1.-27.4.	100
28.4.-15.8.	80
16.8.-30.9.	100
1.10.-31.12.	105

Fixed price digital full page

Product	Price
Digital full page	300 000 ad impressions / 1 day
Non-targeted Sanoma RON	8 800 €
Digital full page	1 000 000 ad impressions / 3 days
Non-targeted Sanoma RON	17 600 €

* Liikitys-tilat: Oulu, Tampere, Vaasa, Rovaniemi, Seinäjoki ja Nuorisoliikitys

Targeting

DISPLAY PRODUCTS
Targeting pricing

When using targeting options from multiple levels at the same time, the price of the highest used level applies.

More detailed targeting options:
media: sanoma.fi / media: suomenkivisa.fi / digital: solution / data-and-targeting
Minimum campaign spend for tailored geo and tailored audiences is 3000€ / media campaign or 600€ / media campaign item

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Level 1 + 5 % CPM	Level 2 + 15 % CPM	Level 3 + 30 % CPM
Age	Interest and context	B2B
Gender	Weather	Buying intent (Huuto, Hinfaseuranta)
County	Life phase	Retargeting
Helsinki capital region	Education	Postal code
Brand Safety	City	Custom geo
Device	Households	Custom audiences
	Income	
	Sanoma-segments	
	Site or section	

Rich media fee

DISPLAY PRODUCTS
Rich media fee 0,95€ CPM net

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Rich media fee is charged from the following rich media ad formats:

- Spin Cube
- Slider
- Deck of cards
- Transformer
- Digital full page spincube
- Flipboard
- Shifter
- Parallax
- Double Slider
- Panorama + hotspots
- Video wallpaper
- Product catalog
- Product full page
- Product collection
- Product video (instream)
- Product corner (instream)

Digital edition ads

DISPLAY PRODUCTS
Digital edition full page ads

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Product	HS	Aamulehti	Satakunnankansa
3 days	3 342	940	440
1 week	5 875	1 700	800
2 weeks	9 400	2 720	1 280
Insert 1 week	6 242	1 810	880
Hyökkäys, 1000 x 1436 px	820 (K/week)		

Sanoma audiences

Sanoma's customer-oriented audiences

97 % of Finns | 258 870 615 weekly page views | Assorting contents | 1st party

PRICES 2021
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menaiset | SUOPOP | 4 | HS | IS | Ruutu kotiin

AAMULEHTI | RADIO ROCK | ANNA GLORIA | Aika | LCP | Supla | Elämä | FOX | Aika

eteläsuomi | koti | Riikola-Suomi | Osoo | HITMIK | Hätäkeskus | matka | Liikitys-tilat | SATAKUNNAN KANSAN | Aika

NATIONAL GEOGRAPHIC | PERHE | SPORT | Sportiiviliiga | SUOMENRAUTI | TIEDE | URHEILU











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 Digital full page	22	23,10	25,30	28,60	HS.fi, Aamulehti.fi, Satakunnankansa.fi, Supersaa.fi
 Extra wide skyscraper	17	17,85	19,55	22,10	Supersaa.fi
 Rectangle	10	10,50	11,50	13,00	Lifestyle –sites*
 Native ad	17	17,85	19,55	22,10	Supersaa.fi
 Giant panorama + wallpaper (desktop-only)	39	40,95	44,85	50,70	Supersaa.fi
 Article video	18	18,90	20,70	23,40	Supersaa.fi
 Vertical video	22	23,10	25,30	28,60	HS.fi, Aamulehti.fi, Satakunnankansa.fi, Supersaa.fi
 Video giant panorama	21	22,05	24,15	27,30	
 Video wallpaper (desktop-only)	39	40,95	44,85	50,70	Supersaa.fi

Fixed price digital full page 	Digital full page	
	500 000 ad impressions / 1 day	1 000 000 ad impressions / 3 days
Non-targeted Sanoma RON	8 800 €	17 600 €

Seasonal indexes

Season	Index
1.1.-27.6.	100
28.6.-15.8.	80
16.8.-30.9.	100
1.10.-31.12.	105

* Lifestyle –sites: Gloria.fi, Tiede.fi, Vauva.fi, Soppa365.fi, Kodinkuvalehti.fi, Etlehti.fi and Hyvaterveys.fi

Targeting pricing

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When using targeting options from multiple levels at the same time, the price of the highest used level applies.

More detailed targeting options:

media.sanoma.fi/en/media-audiences/digital-solutions/data-and-targeting

Minimum campaign spend for tailored geo and tailored audiences is 3000€ / media campaign or 500€ / media campaign item

Level 1 + 5 % CPM

- Age
- Gender
- County
- Helsinki capital region
- Brand Safety
- Device

Level 2 + 15 % CPM

- Interest and context
- Weather
- Life phase
- Education
- City
- Households
- Income
- Sanoma-segments
- Site or section

Level 3 + 30 % CPM

- B2B
- Buying intent (Huuto, Hintaseuranta)
- Retargeting
- Postal code
- Custom geo
- Custom audiences

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Rich media fee 0,95€ CPM net

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Product corner (instream)

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Digital edition full page ads

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3 days	3 362	940	440
1 week	5 875	1 700	800
2 weeks	9 400	2 720	1 280
Insert 1 week	6 262	1 810	850
Työpaikat, size 1436 x 1436 px	820 (€/week)		

Sanoma's customer-oriented audiences

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