

# VIDEO ADVERTISING

## Instream pricing

### Instream -products

**Instream video CPM prices 2021** PRICES 2021

	6 sec	10 sec	15 sec	20 sec	25 sec	30 sec	35 sec	40 sec	45 sec	50 sec	55 sec	60 sec
<b>RUUTU PREMIUM BUMPER AD</b>	€14.00											
<i>All Sanoma video content (shown as pre and post-roll in Sanoma short video content and mid-roll in long TV content)</i>												
<b>VIDEO PREMIUM EFFICIENCY</b>	€19.00	€26.60	€30.40									
<i>Sanoma short video content (shown as pre and post-roll in Sanoma short video content and on the Pelikone and Älypää gaming sites)</i>												
<b>RUUTU PREMIUM REACH</b>	€26.50	€37.10	€42.40	€47.70	€53.00							
<i>All Sanoma video content (shown as pre and mid-roll with all Sanoma TV and video content, and on the Pelikone and Älypää gaming sites)</i>												
<b>RUUTU PREMIUM IMPACT</b>	28,40 €	40,10 €	45,80 €	51,5 €	57,30 €	60,10 €	63,00 €	65,80 €	68,70 €	71,40 €	74,40 €	
<i>TV content (shown as pre and mid-roll in long and short TV content)</i>												

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### Targeting

**Instream video targeting** PRICES 2020

<b>Targeting surplus +10%</b>	
Age	+18, 15-34, 25-44, 25-54, 45+
Gender	Male/Female
Geo	Regions, capital region
Others	Time targeting, interactive video ads, exceptional replay limit
<b>Targeting surplus +20%</b>	
Combination of two +10% targeting surpluses	
Age + gender	M+18, F+18, M15-34, F15-34, M25-44, F25-44, M25-54, F25-54, M45+, F45+
Geo	City-level targeting
Interest	Fitness and well-being, Food and wine, Families with children, Home and garden, Finances, travel, Consumer electronics and gaming, Relationships and sex, Events and leisure time tips, Fashion and beauty, Science and technology, Motor vehicles, Jobs, Gambling, Sport, Ice hockey, Football
Others	Programme-specific delimitation, message chaining, theme based targeting
<b>Targeting surplus +30%</b>	
Combination of two +20% targeting surpluses	
Targeted audiences	More defined age groups, More defined interest groups, More defined geographical targeting, Customer-specific audiences

### Reach

**RUUTU PREMIUM REACH**

**REACH**  
1,8 milj. devices / week

**RUUTU PREMIUM IMPACT**

**REACH**  
450 000 devices / week

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