


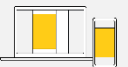








DISPLAY PRODUCTS

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	28,60	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
 Horizontal video	20	21	23	26	
 Vertical video	20	21	23	26	Supersaa.fi
 Square video	20	21	23	26	Supersaa.fi
 Video wallpaper (desktop-only)	39	21	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, Ettehti.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
- Custom audiences
- Site or section

Level 3 + 30 % CPM

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

DISPLAY PRODUCTS

Rich media fee 0,95€ CPM net

PRICES 2021

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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

Story

Video wallpaper

Product catalog

Product full page

Product collection

Product video (instream)

Product corner (instream)

DISPLAY PRODUCTS

Digital edition full page ads

PRICES 2021

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Product	HS.fi	Aamulehti.fi	Satakunnankansa.fi
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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97 % of Finns | 258 870 615 weekly page views | Assorting contents | 1st party

