

## VIDEO ADVERTISING

# Instream price list

### Instream -products

### Targeting

### Reach

**Instream video CPM prices 2022** PRICES 2022

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

SANOMA Aina tulee sanomista.

**Instream video targeting** PRICES 2022

<b>Targeting surplus +10%</b>	
Age	+16, 15-34, 25-44, 25-54, 45+
Gender	Male/Female
Geo	Region, 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 targeting, message chaining, theme based targeting
<b>Targeting surplus +30%</b>	
Targeted audiences	More defined age groups, More defined interest groups, More defined geographical targeting, Customer-specific audiences

SANOMA Aina tulee sanomista.

**REACH**  
2,2 million devices / week

**REACH**  
550 000 devices / week

SANOMA Aina tulee sanomista.

### Pause Ad

**PAUSE AD pricing** PRICES 2023

	CPM
<b>PAUSE AD RUUTU</b>	25 €
<small>TV content</small>	
<b>PAUSE AD REACH</b>	30 €
<small>All Sanoma video content</small>	

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# Instream video CPM prices 2022

PRICES 2023

	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>	€14.70											
<b>All Sanoma video content</b> (shown as pre and post-roll in Sanoma short video content and mid-roll in long TV content)												
<b>VIDEO PREMIUM EFFICIENCY</b>		20,00 €	28,00 €	32,00 €								
<b>Sanoma short video content</b> (shown as pre and post-roll in Sanoma short video content and on the Pelikone and Älypää gaming sites)												
<b>RUUTU PREMIUM REACH</b>		28,00 €	39,20 €	44,80 €	50,40 €	56,00 €						
<b>All Sanoma video content</b> (shown as pre and mid-roll with all Sanoma TV and video content, and on the Pelikone and Älypää gaming sites)												
<b>RUUTU PREMIUM IMPACT</b>		30,00 €	42,00 €	48,00 €	54,00 €	60,00 €	63,00 €	66,00 €	69,00 €	72,00 €	75,00 €	78,00 €
<b>TV content</b> (shown as pre and mid-roll in long and short TV content)												

# PAUSE AD pricing

PRICES 2023

	CMP
<b>PAUSE AD RUUTU</b>	<b>25 €</b>
TV content	
<b>PAUSE AD REACH</b>	<b>30 €</b>
All Sanoma video content	

# Instream video targeting

PRICES 2023

<b>Targeting surplus +10%</b>	
<b>Age</b>	+18, 15-34, 25-44, 25-54, 45+
<b>Gender</b>	Male/Female
<b>Geo</b>	Regions, capital region
<b>Others</b>	Time targeting, interactive video ads, exceptional replay limit
<b>Targeting surplus +20%</b>	
<b>Combination of two +10% targeting surpluses</b>	
<b>Age + gender</b>	M+18, F+18, M15-34, F15-34, M25-44, F25-44, M25-54, F25-54, M45+, F45+
<b>Geo</b>	City-level targeting
<b>Interest</b>	For example: 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
<b>Others</b>	Programme-specific targeting, message chaining , theme based targeting, site-level targeting
<b>Targeting surplus +30%</b>	
<b>Targeted audiences</b>	Customer-specific audiences



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550 000 devices / week