

NATIONAL RADIO ADVERTISING

Sanoma sells national radio airtime on Radio Suomipop, Radio Rock, Easy Hits, Loop, Groove, HitMix, Aito Iskelmä and Classic Hits.

You can buy radio airtime in three different ways:

1. Radio Velho packages
2. Channel-specific spot rates (Audioplanner)
3. Channel packages with spot rates (Audioplanner)

Radio Velho

With Radio Velho packages, you buy impressions in a specific target audience. All the airtime is floating (RBS). Radio Velho campaigns are planned in X4 Extranet. The emphasis on specific weeks and the spot lengths can be edited. By paying a surcharge, you can buy specific programme blocks for the campaign or give certain days of the week a greater or lesser emphasis.

Radio Velho Static has predetermined shares of channels based on natural listening. The minimum TRP for a campaign is 10 TRP per day.

With Radio Velho Dynamic, you can choose 3–8 channels and customize the shares of channels. The minimum purchase volumes per channel and per day for Radio Velho Dynamic are: Radio Suomipop 5.0 TRP, Radio Rock 3.0 TRP, Easy Hits 1.5 TRP, Loop 0.6 TRP, Groove 0.3 TRP, HitMix 0.1, Aito Iskelmä 0.5 TRP and Classic Hits 0.5 TRP.

With Radio Velho Channel Buying, you choose the channel you want. The minimum purchase volumes per channel and per day are the same as with Radio Velho Dynamic.

Radio Velho Buying Methods and Target Audiences

National buying methods			Regional buying methods
Static	Dynamic	Channel Buying	Static
25-44	25-44	25-44	9+
25-54	25-54	25-54	
W25-54	W25-54	W25-54	Spot buying
M25-54	M25-54	M25-54	
Mainshoppers<50	Mainshoppers<50	Mainshoppers<50	
Pre-determined shares on channels	Adjustable shares on channels	Channel buying	All channels in the are
7-8 channels	3-8 channels	1 channel	purchased in a package

Audioplanner

Channel-specific spot rates

All of our eight radio channels can be bought alone or together as combinations of channels using channel-specific spot rates, i.e. fixed block buying in the Audioplanner planning software. This means that spots are run in the agreed programme blocks according to the spot list of each channel. Each block is three hours long, excluding the night block, which lasts for six hours. The price of each block is based on the number of listeners and the capacity. There is no minimum purchase or restrictions on campaign duration in block buying. With block buying, you can specify the preferred position of your spot in the block and the break for a 20% surcharge. The surcharge for a tail spot is 10%.

Channel packages with spot rates

Sanoma Media Finland radio airtime can be bought through Audioplanner in the form of predefined channel packages. The national package is NM Total. The spot lists, number of transmissions and spots are the same for all channels in these packages.

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**General Information about
Campaigns and Buying**

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Spot-length factors

All the rates given are for a 30-second spot. You can calculate the rate for shorter or longer spots by multiplying the 30-second rate by these spot-length factors. You can find the factors for all spot lengths in Audioplanner.

Sec	Factor	Sec	Factor
5	0,28833	65	1,91667
10	0,49333	70	2,03333
15	0,665	75	2,15
20	0,80333	80	2,26667
25	0,91666	85	2,38333
30	1,0	90	2,5
35	1,13333	95	2,61667
40	1,26667	100	2,73333
45	1,4	105	2,85
50	1,53333	110	2,96667
55	1,66667	115	3,08334
60	1,8	120	3,20001

General Information about Campaigns and Buying

Break connection

Running two spots from the same customer in the same break.
Surcharge +10%.

Weekly indexes

The price index is determined according to the spot transmission dates. The target group/spot price is multiplied by the weekly index.

Week	Index	Dates
1-4	80	2.1.-29.1.2023
5-21	100	30.1.-28.5.2023
22-30	110	29.5.-30.7.2023
31-51	100	31.7.-24.12.2023
52	80	25.12.-31.12.2023

Season launch schedule

Season	Dates	Week	Opening day	Opening week
February-May	30.1.-28.5.	05-21	28.11.2022	vk 48
June-September	29.5.-24.9.	22-38	27.2.2023	vk 9
October-December	25.9.-31.12.	39-52	5.6.2023	vk 23
January 2024	1.1.-28.1.	01-04	October 2023	

Velho Static Gross Rates 30"

Target Group	Size (000)	CPT-price	CPP-price	Velho Static channels
25-54	2 074	5,72	118,73	Suomipop, Rock, Easy Hits, Loop, Groove, Hitmix, Aito Iskelmä, Classic Hits
W25-54	1 009	12,06	121,73	Suomipop, Rock, Easy Hits, Loop, Groove, Hitmix, Aito Iskelmä, Classic Hits
M25-54	1 065	9,52	101,36	Suomipop, Rock, Loop, Groove, Hitmix, Aito Iskelmä
25-44	1 416	8,34	118,08	Suomipop, Rock, Easy Hits, Loop, Groove, Hitmix, Aito Iskelmä, Classic Hits
Mainshoppers<50	2 092	5,66	118,49	Suomipop, Rock, Easy Hits, Loop, Groove, Hitmix, Aito Iskelmä, Classic Hits

Rates index season 100.

Velho Dynamic Gross Rates 30"

Target group	Size (000)	CPP-price							
		Suomipop	Rock	Easy Hits	Loop	Groove	Hitmix	Aito Iskelmä	Classic Hits
25-54	2 074	136,13	130,69	155,92	181,14	187,88	205,28	184,84	184,84
W25-54	1 009	156,16	372,08	111,35	147,58	160,51	163,90	155,85	155,85
M25-54	1 065	137,27	97,46	293,83	239,19	258,37	292,71	257,14	257,14
25-44	1 416	138,82	129,78	181,05	167,71	300,31	204,16	296,90	296,90
Mainshoppers<50	2 092	135,18	125,55	198,49	142,45	232,71	224,58	231,21	231,21

Target group	Size (000)	CPT-price							
		Suomipop	Rock	Easy Hits	Loop	Groove	Hitmix	Aito Iskelmä	Classic Hits
25-54	2 074	6,56	6,30	7,52	8,73	9,06	9,90	8,91	8,91
W25-54	1 009	15,48	36,88	11,04	14,63	15,91	16,24	15,45	15,45
M25-54	1 065	12,89	9,15	27,59	22,46	24,26	27,48	24,14	24,14
25-44	1 416	9,80	9,17	12,79	11,84	21,21	14,42	20,97	20,97
Mainshoppers<50	2 092	6,46	6,00	9,49	6,81	11,12	10,74	11,05	11,05

Rates index season 100.

Velho Channel Buying Gross Rates 30"

Target group	Size (000)	CPP-price							
		Suomipop	Rock	Easy Hits	Loop	Groove	Hitmix	Aito Iskelmä	Classic Hits
25-54	2 074	170,16	163,36	194,90	226,43	234,85	256,60	231,05	231,05
W25-54	1 009	195,20	465,10	139,19	184,48	200,64	204,88	194,81	194,81
M25-54	1 065	171,59	121,83	367,29	298,99	322,96	365,89	321,43	321,43
25-44	1 416	173,53	162,23	226,31	209,64	375,39	255,20	371,13	371,13
Mainshoppers<50	2 092	168,98	156,94	248,11	178,06	290,89	280,73	289,01	289,01

Target group	Size (000)	CPT-price							
		Suomipop	Rock	Easy Hits	Loop	Groove	Hitmix	Aito Iskelmä	Classic Hits
25-54	2 074	8,20	7,88	9,40	10,92	11,32	12,37	11,14	11,14
W25-54	1 009	19,35	46,10	13,79	18,28	19,88	20,30	19,31	19,31
M25-54	1 065	16,11	11,44	34,49	28,07	30,33	34,36	30,18	30,18
25-44	1 416	12,25	11,46	15,98	14,80	26,51	18,02	26,21	26,21
Mainshoppers<50	2 092	8,08	7,50	11,86	8,51	13,90	13,42	13,82	13,82

Rates index season 100.

Supla

Frequency caps: 3 per week and 1 per 30 min

Radio spot-length factors are also used in Supla

Supla pricing	CPT-price 30"
Supla	25,00