



Instream video products

|   | 6 sec  | 10 sec  | 15 sec  | 20 sec  | 25 sec  | 30 sec  | 35 sec  | 40 sec  | 45 sec  | 50 sec  | 55 sec  | 60 sec  |
|---|--------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| RUUTU PREMIUM BUMPER AD   | €14.70 |         |         |         |         |         |         |         |         |         |         |         |
| All Sanoma video content (shown as pre and post-roll in Sanoma short video content and mid-roll in long TV content)   |        |         |         |         |         |         |         |         |         |         |         |         |
| VIDEO PREMIUM EFFICIENCY  |        | 20,00 € | 28,00 € | 32,00 € |         |         |         |         |         |         |         |         |
| Sanoma short video content (shown as pre and post-roll either horizontal or vertical video in Sanoma short video content and on the Pelikone and Älypää gaming sites) |        |         |         |         |         |         |         |         |         |         |         |         |
| RUUTU PREMIUM REACH   |        | 28,00 € | 39,20 € | 44,80 € | 50,40 € | 56,00 € |         |         |         |         |         |         |
| 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)                                |        |         |         |         |         |         |         |         |         |         |         |         |
| RUUTU PREMIUM IMPACT  |        | 30,00 € | 42,00 € | 48,00 € | 54,00 € | 60,00 € | 63,00 € | 66,00 € | 69,00 € | 72,00 € | 75,00 € | 78,00 € |
| TV content (shown as pre and mid-roll in long and short TV content)   |        |         |         |         |         |         |         |         |         |         |         |         |

PAUSE AD product

PRICES 2024

|                          | CPM  |
|--------------------------|------|
| PAUSE AD RUUTU           | 25 € |
| TV content               |      |
| PAUSE AD REACH           | 30 € |
| All Sanoma video content |      |

## VIDEO ADVERTISING

### Seasonal indexes

| Weeks | Index | Days             |
|-------|-------|------------------|
| 1-9   | 100   | 1.1.-3.3.2024    |
| 10-13 | 110   | 4.-31.3.2024     |
| 14-17 | 100   | 1.-28.4.2024     |
| 18-22 | 110   | 29.4.-2.6.2024   |
| 23-35 | 90    | 3.6.-1.9.2024    |
| 36-39 | 110   | 2.-29.9.2024     |
| 40-52 | 100   | 30.9.-31.12.2024 |

The seasonal indexes apply to CPM-priced video products listed in the public price list. The seasonal indexes are not applied in the special video solutions.

Instream video targeting

|   |  |
|---|--|
| Targeting surplus +10%                      |  |
| Age   | +18, 15-34, 25-44, 25-54, 45+  |
| Gender                                      | Male/Female  |
| Geo   | Regions, capital region  |
| Others                                      | Time targeting, device targeting, interactive video ads, exceptional replay limit  |
| Targeting surplus +20%                      |  |
| 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                                    | 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 |
| Others                                      | Programme-specific targeting, message chaining , theme-based targeting, site-level targeting, income class   |
| Targeting surplus +30%                      |  |
| Targeted audiences                          | Customer-specific audiences / tailored audiences   |

## Sanoma's offering in the category



PREMIUM IMPACT

EFFECTIVE

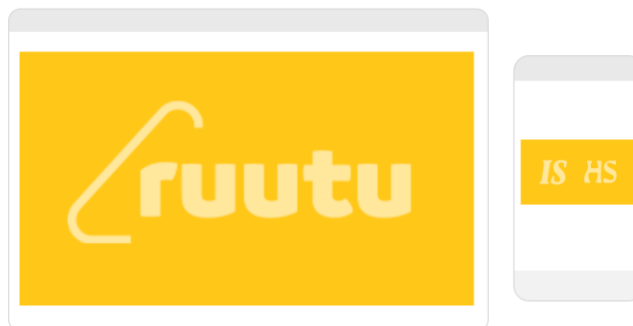
**TV-content**



PREMIUM REACH

HIGH REACH

**TV-content +  
News + Lifestyle**



**video**

PREMIUM EFFICIENCY

COST-EFFECTIVE

**News + Lifestyle**

