

Regional radio advertising

Sanoma sells regional radio advertising to eight regions. Uusimaa, Pirkanmaa & Kanta-Häme, Southwest Finland (Varsinais-Suomi), Satakunta, Ostrobothnia (Pohjanmaa), North Ostrobothnia (Pohjois-Pohjanmaa, Lapland (Lappi), and Kainuu.

Regional radio advertising is available on the following stations, depending on the region. Easy Hits, Classic Hits, HitMix, Aito Iskelmä, Groove and Kantriradio.

Mediahouse Keskisuomalainen sells regional radio advertising time to Sanoma's stations in the following regions

Päijät-Häme & Kymenlaakso, Central Finland (Keski-Suomi), North Savo, North Karelia, South Karelia & South Savo.



Regional radio advertising

Buying method

The advertiser chooses the desired serving area, the campaign budget or the number of times the ads are shown, the campaign period and the length of the ads.

Advertising is always on all stations in the area the same number of times. The purchase method is spot trading. Pricing is based on the spot price. The price includes one ad across all stations in the region. The advertisements will be aired between 06:00 and 24:00.

There are two different options for purchasing products

- **Net pricing**, which includes all discounts. The price will be the same for every week of 2026.
- **Gross pricing**, for which an annual contract discount and a media agency or direct customer discount are granted. The price varies from week to week. The seasonal indices are between 90 and 115.

Opening schedules for sales seasons

The advertising time of radio channels will be opened for sale as follows:

Sales season	Weeks	Opening day	Opening week
01.01.-25.01.	01-04	13.10.2025	Week 42
26.01.-31.05.	5-22	18.11.2025	Week 47
01.06.-27.09.	23-39	23.02.2026	Week 09
28.09.-31.12.	40-53	01.06.2026	Week 23

Break connection

Running two ads for the same customer during the same intermission. Surcharge + 10%. The maximum combined length of intermittent ads is 40 seconds.

Regional radio advertising gross pricing

Radio advertising price 30" gross

Region	Size (000)	Price 30"	Stations pcs	Stations
Uusimaa	1 628	130,-	5	Easy Hits, Hitmix, Groove, Aito Iskelmä, Classic Hits
Pirkanmaa	656	120,-	6	Easy Hits, Hitmix, Groove, Aito Iskelmä, Classic Hits, Kantriradio
Varsinais-Suomi	456	100,-	5	Easy Hits, Hitmix, Groove, Aito Iskelmä, Classic Hits
Satakunta	197	90,-	5	Easy Hits, Hitmix, Groove, Aito Iskelmä, Classic Hits
Ostrobothnia	399	90,-	5	Easy Hits, Hitmix, Groove, Aito Iskelmä, Classic Hits
North Ostrobothnia	380	72,-	4	Easy Hits, Hitmix, Aito Iskelmä, Classic Hits
Lapland	163	72,-	4	Easy Hits, Hitmix, Aito Iskelmä, Classic Hits
Kainuu	65	54,-	3	Hitmix, Groove, Aito Iskelmä

The price includes one ad on each channel in the region.

Prices with a seasonal index of 100.

Length Multipliers

All prices listed are for a 30-second ad. You can get a price for ads of different lengths by multiplying the price of 30 seconds by the length factors below.

In area advertising, the maximum length of the ad is 40 seconds.

Spot length in seconds	Factor
5	0,3
6-10	0,5
11-15	0,7
16-20	0,8
21-25	0,9
26-30	1,0
31-35	1,2
36-40	1,3

Seasonal indexes

The seasonal index of a campaign is determined by the campaign structure at the time of purchase. The price of the ad is multiplied by the seasonal index.

Dates	Week	Index
1.1.-1.2.2026	1-5	90
2.2.-29.3.2026	6-13	100
30.3.-24.5.2026	14-21	110
25.5.-28.6.2026	22-26	115
29.6.-26.7.2026	27-30	110
27.7.-30.8.2026	31-35	100
31.8.-27.9.2026	36-39	110
28.9.-1.11.2026	40-44	115
2.11.-29.11.2026	45-48	110
30.11.-31.12.2026	49-53	100

Regional radio advertising net pricing

Radio advertising price 30" net

Region	Size (000)	Price 30"	Channels pcs	Channels
Uusimaa	1 628	75,-	5	Easy Hits, Hitmix, Groove, Aito Iskelmä, Classic Hits
Pirkanmaa	656	72,-	6	Easy Hits, Hitmix, Groove, Aito Iskelmä, Classic Hits, Kantriradio
Varsinais-Suomi	456	60,-	5	Easy Hits, Hitmix, Groove, Aito Iskelmä, Classic Hits
Satakunta	197	55,-	5	Easy Hits, Hitmix, Groove, Aito Iskelmä, Classic Hits
Ostrobothnia	399	55,-	5	Easy Hits, Hitmix, Groove, Aito Iskelmä, Classic Hits
North Ostrobothnia	380	44,-	4	Easy Hits, Hitmix, Aito Iskelmä, Classic Hits
Lapland	163	44,-	4	Easy Hits, Hitmix, Aito Iskelmä, Classic Hits
Kainuu	65	15,-	3	Hitmix, Groove, Aito Iskelmä

The price includes one ad on each channel in the region.

Length Factors

All prices listed are for a 30-second ad. You can get a price for spots of different lengths by multiplying the price of 30" spot by the length factors below.

In regional advertising, the maximum length of the ad is 40 seconds.

Spot length in seconds	Factor
5	0,3
6-10	0,5
11-15	0,7
16-20	0,8
21-25	0,9
26-30	1,0
31-35	1,2
36-40	1,3

Seasonal indexes

The index will be 100 throughout 2026.

Discounts

Prices are net priced, so no discounts will be granted.