

Nationwide Total TV and TV advertising

Sanoma sells nationwide Total TV and TV advertising to Nelonen, Liv, Jim, Hero, Viaplay TV, and video. Advertising can be purchased as a ready-made package, or tailored for the desired channels, as well as for video.

Ready-to-use packages (Total TV, TV)

The advertiser chooses the target group, the number of contacts, the time of the campaign, the spot lengths. The Total TV package includes TV channels and video. The TV package includes TV channels (5 pcs). The channel shares and prime/off distribution of the packages are based on the natural viewing of the selected target group, as well as the capacity situation of the channels. For the campaign, you can make different emphases for TV channels according to weeks and spot lengths, or you can also buy desired programs with a fixed target group store. In the video, the campaign will be presented evenly with the start and end dates of the campaign.

Customizable packages (Total TV flexible, TV flexible)

The advertiser chooses the target group, number of contacts, campaign time, spot lengths, TV channels (1-4 pcs), video share (between 5-50%) and prime time share. The Total TV flexible package includes TV channels and video. The TV flexible package includes TV channels. For the campaign, you can make different emphases for TV channels according to weeks and spot lengths, or you can also buy desired programs with a fixed target group store. In the video, the campaign will be presented evenly with the start and end dates of the campaign.

Nationwide Total TV and TV advertising

Total TV prices, 30" gross

Target group	Size (000)	CPP Price	CPT Price
3+	5 472	588,79	10,76
25-54	2 130	844,12	39,63
25-64	2 839	735,02	25,89
N25-64	1 391	700,09	50,33
M25-64	1 448	625,68	43,21
35-64	2 119	618,96	29,21

The Total TV package includes TV channels and video.
Prices with a seasonal index of 100.

TV prices, 30" gross

Target group	Size (000)	CPP Price	CPT Price
3+	5 472	594,26	10,86
25-54	2 130	806,21	37,85
25-64	2 839	699,25	24,63
N25-64	1 391	671,57	48,28
35-64	2 119	607,73	28,68
45-64	1 374	512,23	37,28

The TV package includes TV channels.
Prices with a seasonal index of 100.

Nationwide Total TV and TV advertising

Total TV flexible, CPP and CPT prices 30" gross

CPP Price	Size (000)	Nelonen		Jim		Life		Hero	Video
		prime	off prime	prime	off prime	prime	off prime	24 hrs	24 hrs
3+	5 472	721,76	541,18	673,06	505,07	702,60	527,50	529,14	2 605,22
25-54	2 130	1 134,44	596,40	974,69	487,13	1 088,86	649,65	677,77	1 325,07
25-64	2 839	981,44	518,97	865,90	411,94	943,40	472,41	574,33	1 728,10
N25-64	1 391	883,70	636,52	960,35	672,41	640,42	460,98	614,68	963,96
M25-64	1 448	916,15	659,71	671,73	483,63			574,13	952,93
35-64	2 119	716,01	515,34	698,63	502,84	647,99	466,39	496,69	1 307,42

CPT Price	Size (000)	Nelonen		Jim		Life		Hero	Video
		prime	off prime	prime	off prime	prime	off prime	24 hrs	24 hrs
3+	5 472	13,19	9,89	12,30	9,23	12,84	9,64	9,67	47,61
25-54	2 130	53,26	28,00	45,76	22,87	51,12	30,50	31,82	62,21
25-64	2 839	34,57	18,28	30,50	14,51	33,23	16,64	20,23	60,87
N25-64	1 391	63,53	45,76	69,04	48,34	46,04	33,14	44,19	69,30
M25-64	1 448	63,27	45,56	46,39	33,40			39,65	65,81
35-64	2 119	33,79	24,32	32,97	23,73	30,58	22,01	23,44	61,70

In the Total TV flexible purchase method, you can choose from 1 to 4 TV channels and a video share with a range of 5 to 50%. The weighting of the TV channels and the share of the TV's prime time can be chosen. Prices with a seasonal index of 100.

Nationwide Total TV and TV advertising

TV flexible, CPP and CPT prices 30" gross

CPP Price	Size (000)	Nelonen		Jim		Life		Hero
		prime	off prime	prime	off prime	prime	off prime	24 hrs
3+	5 472	736,53	552,67	687,28	515,46	716,28	537,90	540,09
25-54	2 130	1157,66	608,54	994,28	497,14	1111,01	663,07	691,40
25-64	2 839	1005,29	531,74	886,90	422,16	966,11	483,77	588,24
N25-64	1 391	909,99	655,58	989,28	692,58	659,75	474,89	633,04
35-64	2 119	737,41	530,81	719,61	518,10	667,06	480,17	511,31
45-64	1 374	611,16	482,00	599,06	471,01	604,56	475,40	511,82

CPT Price	Size (000)	Nelonen		Jim		Life		Hero
		prime	off prime	prime	off prime	prime	off prime	24 hrs
3+	5 472	13,46	10,10	12,56	9,42	13,09	9,83	9,87
25-54	2 130	54,35	28,57	46,68	23,34	52,16	31,13	32,46
25-64	2 839	35,41	18,73	31,24	14,87	34,03	17,04	20,72
N25-64	1 391	65,42	47,13	71,12	49,79	47,43	34,14	45,51
35-64	2 119	34,80	25,05	33,96	24,45	31,48	22,66	24,13
45-64	1 374	44,48	35,08	43,60	34,28	44,00	34,60	37,25

In the TV flexible purchase method, you can choose from 1 to 4 TV channels. The weightings of the TV channels and the share of the TV's prime time can be chosen. Prices with a seasonal index of 100.

Nationwide Total TV and TV advertising

Other products (TV)

Advertising for children: Target group 3-9 years. The advertiser chooses the number of contacts, the time of the campaign, and the length of the spots. Advertising on Nelonen.

K-16 advertising with limited airtime: Advertising time can be purchased after 21.00 in the target group 3+. You can make different emphases for the campaign according to weeks and spot lengths, or buy desired programs with a fixed target group store. Advertising on Nelonen, Jim, Livi, Hero.

K-18 advertising with limited airtime: Advertising time can be purchased after 23.00 with program buying in target group 3+. Advertising on Nelonen, Jim, Livi, Hero.

Alcohol advertising: Advertising time can be purchased after 10 p.m. in the target group 3+. You can make different emphases for the campaign according to weeks and spot lengths, or buy desired programs with a fixed target group store. Advertising on Nelonen, Jim, Livi, Hero.

Nationwide Total TV and TV advertising

TV channel buying, advertising for children

CPP Price	Size (000)	Nelonen		Jim		Liv		Hero
		prime	off prime	prime	off prime	prime	off prime	24 hrs
3+	5 472	736,53	552,12	687,28	514,92	716,28	537,90	540,09
25-64	2 836	1005,36	531,47	886,82	422,00	966,23	483,54	588,19
3-9 (weeks 1-43)	366		155,00					
3-9 (weeks 44-52)	366		190,03					

CPT Price	Size (000)	Nelonen		Jim		Liv		Hero
		prime	off prime	prime	off prime	prime	off prime	24 hrs
3+	5 472	13,46	10,09	12,56	9,41	13,09	9,83	9,87
25-64	2 836	35,45	18,74	31,27	14,88	34,07	17,05	20,74
3-9 (weeks 1-43)	366		42,35					
3-9 (weeks 44-52)	366		51,92					

In TV channel buying you can choose from 1 to 4 TV channels. The weighting of the TV channels and the share of the TV's prime time can be chosen.

Purchase target groups 3+ and 25-64 are only used in the break connection product. If you want all the performances of the campaign to be included in certain program contexts, it can be done with an additional fee of + 15%.

In children's advertising, the target group is 3-9-year-olds. Advertising on Nelonen.

Prices with a seasonal index of 100.

Nationwide Total TV and TV advertising

TV airtime-limited advertising

CPP Price	Size (000)	Nelonen	Jim	Life	Hero
3+ after 9 pm	5472	814,23	759,51	792,35	667,58
3+ after 10 pm (alcohol)	5 472	755,68	738,72	768,82	647,88

CPT Price	Size (000)	Nelonen	Jim	Life	Hero
3+ after 9 pm	5472	14,88	13,88	14,48	12,20
3+ after 10 pm (alcohol)	5 472	13,81	13,50	14,05	11,84

In TV advertising with limited airtime, 1-4 TV channels can be selected.

If the product/service has a performance time limit of K16, the product to be purchased is 3+ after 9 pm.

The product to be purchased in alcohol advertising is 3+ after 10 pm.

Prices with a seasonal index of 100.

Nationwide TV advertising

Viaplay TV

Advertising time: Sanoma sells advertising time to connections with top-class sports content. The purchase method is channel buying, in which case the ads are only available on Viaplay TV. An effective campaign has about 50-100 ads per week. There is no minimum or maximum purchase quantity. The aim is to place the ads evenly over the time period of the campaign, taking into account the capacity of the advertising time. It is not possible to buy software. The campaign buys a number of spots, so the campaign does not have a contact guarantee.

Pricing: The price of one 30-second ad is 80,- 100 during the index period. We grant an annual contract discount on the prices, as well as a media agency or direct invoicing discount. Ad lengths from 5 seconds to 120 seconds.

Key figures: Actual contacts of the campaigns from Finnpanel Oy's indicator survey.

Nationwide Total TV and TV advertising

Floating programme collaboration

Floating programme collaboration is possible not only for TV channels (Nelonen, Jim, Liv, Hero), but also for video with Ruutu Premium.

The products to be purchased are: Kelluva OHY TV, Kelluva OHY Total TV, Kelluva OHY Video.

In floating programme collaboration, the advertiser's tags (4 pcs) are on the TV at the beginning and end of the programmes, as well as at the beginning and end of one commercial break. The video uses one tag, which is determined by the opening tag in the Floating OHY Total TV package.

- Tag lengths on TV 5"+5"+5"+5" or 10"+5"+5"+10" or 10"+10"+10"+10"
- Tag lengths in video 5" or 10"

The target groups to be purchased are 25-64, N25-64, 3+. In the video, the tags are presented as untargeted.

The guarantee is subject to a minimum promotion period of two (2) weeks.

The programme collaboration identifier complies with the Finnish Communications Regulatory Authority's guidelines related to sponsorship.

Nationwide Total TV and TV advertising

Floating Program Collaboration CPP and CPT Prices 30"

Target group	Size (000)	CPP Price	
		TV	Video
25-64	2 839	594,49	1 703,40
N25-64	1 391	570,73	834,60
3+	5 472	508,90	3 283,20
3+ after 10 pm (alcohol)	5 472	596,45	3 283,20

Target group	Size (000)	CPT Price	
		TV	Video
25-64	2 839	20,94	60,00
N25-64	1 391	41,03	60,00
3+	5 472	9,30	60,00
3+ after 10 pm (alcohol)	5 472	10,90	60,00

Prices by tag length, gross

Tags 5"+5"+5"+5"		Tags 10"+5"+5"+10"		Tags: 10"+10"+10"+10"	
TV	Video	TV	Video	TV	Video
713,38	511,02	951,18	851,70	1 188,97	851,70
684,87	250,38	913,16	417,30	1 141,45	417,30
610,68	984,96	814,23	1 641,60	1 017,79	1 641,60
715,74	984,96	954,32	1 641,60	1 192,90	1 641,60

Tags 5"+5"+5"+5"		Tags 10"+5"+5"+10"		Tags: 10"+10"+10"+10"	
TV	Video	TV	Video	TV	Video
25,13	18,00	33,50	30,00	41,88	30,00
49,24	18,00	65,65	30,00	82,06	30,00
11,16	18,00	14,88	30,00	18,60	30,00
13,08	18,00	17,44	30,00	21,80	30,00

In the floating program collaboration, you can buy TV or Total TV, where you can choose the TV and Video sections.
Prices with a seasonal index of 100.

Nationwide Total TV and TV advertising

Other products (Total TV, TV)

Program buying: It is possible to buy the entire campaign for the desired program connections. The purchase method is program buying and you can choose programs from all channels. If desired, it is also possible to purchase the desired ad break (quantity break) and a place in the ad break (destination). Contact guarantee in target group 3+.

Fixed target group buying: It is possible to buy the entire campaign for the desired program connections that are profiled in the target group 25-64. The purchase method is a fixed kr-store and you can choose programs from all channels. If desired, it is also possible to purchase the desired ad break (quantity break) and a place in the ad break (destination). Contact guarantee in the target group 25-64.

Break connection: You can buy up to three ads for the same ad break. The order of the advertisements during the break can be freely decided. The contact forecast is given separately for all performances. Contact guarantee in target groups 3+ and 25-64. Advertising on Nelonen, Jim, Livi, Hero.

Fixed break and fixed spot: In the purchase methods of program buying and fixed target group trading, you can define the desired ad break with a 4% surcharge. The first, second, second to last or last spot place of the desired break can be secured with an additional fee of 8% per performance.

Nationwide Total TV and TV advertising

General information about promotions and purchases

Campaign setup:

A Total TV and TV campaign refers to an entity that is booked and confirmed at once and used to advertise the same product or service. Separate campaigns from the same advertiser are considered to be one campaign entity if the interval between campaigns is seven (7) days or less and in which the same ad(s) and/or target group have been used.

A TV campaign can consist of a combination of floating target group sales, fixed target group sales and programme buying. Nelonen's nationwide campaign can be combined with regional advertising when both have a target group of +3-year-olds.

Prime time and off prime time

The indicative time interval for prime time is 18:00 to 23:59 and off prime time from 24:00 to 17:59. The part of the day is determined by the start time of the program.

Total TV ads

Ads have a maximum length of 60 seconds

Nationwide Total TV and TV advertising

General information about promotions and purchases

Contact guarantee

There is only one contact guarantee in campaigns, which is granted in the campaign's target group for the entire time period. Package purchases have a full contact guarantee, not a channel-specific guarantee.

Campaign-specific contact guarantee limits

Total TV and TV products have 65 trp.

Total TV in flexible and TV in flexible according to selected channels: Nelonen 30 trp, Jim 15 trp, Liv 15 trp, Hero 5 trp.

Campaigns lasting seven (7) days or less will not be guaranteed during the campaign, but any missed contacts will be compensated in the next campaign or with the customer's consent by continuing the campaign. If the campaign is less than 1 TRP, the undercut will not be compensated. Less than the contact guarantee will not be compensated in cash.

Quarter-specific guarantees

- Used when the customer has a lot of small or short campaigns.

The contact guarantee is verified from the final viewing figures of the TV meter survey provided by Finnpanel Oy in accordance with the intermittent audience. For Total TV's video, contacts are verified from the results of the SpotOn video advertising measurement.

Nationwide Total TV and TV advertising

General information about promotions and purchases

Seasonal indexes

The seasonal index of a campaign is determined by the campaign structure at the time of purchase. Seasonal indices apply to all ways of purchasing advertising time, as well as floating program connection products (floating OHY).

Days	Week	Index
1.1.-25.1.2026	1-4	80
26.1.-8.2.2026	5-6	110
9.2.-22.2.2026	7-8	115
23.2.-29.3.2026	9-13	110
30.3.-3.5.2026	14-18	125
4.5.-21.6.2026	19-25	130
22.6.-2.8.2026	26-31	90
3.8.-20.12.2026	32-51	125
21.12.-31.12.2026	52-53	80

Spot length factors

prices listed are for a 30-second ad. For ads of different lengths, you can get a price by multiplying the price of 30 seconds by the length factor.

The maximum length of Total TV commercials is 60 seconds.

Length	Factor	Length	Factor	Length	Factor
5	0,3	41-45	1,5	81-85	2,8
6-10	0,5	46-50	1,7	86-90	3,0
11-15	0,7	51-55	1,8	91-95	3,2
16-20	0,8	56-60	2,0	96-100	3,3
21-25	0,9	61-65	2,2	101-105	3,5
26-30	1,0	66-70	2,3	106-110	3,7
31-35	1,2	71-75	2,5	111-115	3,8
36-40	1,3	76-80	2,7	116-120	4,0

Nationwide Total TV and TV advertising

General information about promotions and purchases

The opening schedules of the sales seasons,
the advertising time of TV channels and floating programme
cooperation will be opened for sale as follows:

Opening season	Week	Opening Day	Opening week
1.1.-1.3.	01-09	18.11.2025	47
2.3.-3.5	10-18	19.1.2026	4
4.5.-5.7.	19-27	16.3.2026	12
6.7.-27.9.	28-39	25.5.2026	22
28.9.-1.11.	40-44	20.7.2026	30
2.11.-31.12.	45-53	21.9.2026	39