

Regional Total TV and TV advertising

Sanoma sells regional Total TV and TV advertising to eleven different regions. Regional TV advertising is on Nelonen.

Purchase method

The advertiser chooses the desired display area, campaign budget, campaign time and spot lengths. The campaign can be shown on TV on Nelonen or as Total TV in addition to Nelonen in a video where the product is Sanoma Reach. The buying method is target group trading. Pricing is based on the contact price.

Regional target group trading has the same operating principles as national target group trading. The target group is 3+ year olds.

Regional Total TV and TV Advertising Gross Pricing

Total TV and TV prices 30" gross

Visibility areas	3+ (000)	Total TV		TV	
		CPP Price	CPT Price	CPP Price	CPT Price
Uusimaa	1 769	507,70	28,70	490,01	27,70
Pirkanmaa	663	169,07	25,50	163,10	24,60
Varsinais-Suomi	473	132,91	28,10	127,24	26,90
Satakunta	205	66,42	32,40	65,60	32,00
Central Finland	278	85,62	30,80	83,96	30,20
Päijät-Häme & Kymenlaakso	369	90,41	24,50	77,49	21,00
North Savo & North Karelia	410	85,28	20,80	73,80	18,00
South Savo & South Karelia	233	55,22	23,70	50,10	21,50
Ostrobothnia	428	95,87	22,40	85,60	20,00
Oulu region & Kainuu	446	110,16	24,70	102,58	23,00
Lapland	198	56,63	28,60	54,45	27,50

Prices seasonal index 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 regional advertising, the maximum length of the ad is 20 seconds.

Ad duration (sec)	Multiplier
5	0,3
6-10	0,5
11-15	0,7
16-20	0,8

Discounts

are granted on the prices with an annual contract, as well as a media agency or direct invoicing discount.

Seasonal indexes

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

Seasonal indexes apply to all advertising time buying methods

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

Regional Total TV and TV Advertising Net Pricing

Total TV and TV prices 30" net

Visibility areas	3+ (000)	Total TV		TV	
		CPP Price	CPT Price	CPP Price	CPT Price
Uusimaa	1 769	353,80	20,00	336,11	19,00
Pirkanmaa	663	117,35	17,70	110,72	16,70
Varsinais-Suomi	473	92,24	19,50	87,03	18,40
Satakunta	205	46,13	22,50	45,31	22,10
Central Finland	278	59,49	21,40	58,10	20,90
Päijät-Häme & Kymenlaakso	369	62,73	17,00	52,40	14,20
North Savo & North Karelia	410	59,04	14,40	50,02	12,20
South Savo & South Karelia	233	38,21	16,40	34,72	14,90
Ostrobothnia	428	66,34	15,50	59,06	13,80
Oulu region & Kainuu	446	76,27	17,10	70,02	15,70
Lapland	198	39,20	19,80	36,83	18,60

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 regional advertising, the maximum length of the ad is 20

Ad duration (sec)	Multiplier
5	0,3
6-10	0,5
11-15	0,7
16-20	0,8

Seasonal Indexes

The index is 100 for the whole of 2026

Discounts

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

Regional Total TV and TV advertising

General information (Total TV, TV)

Fixed target group buying: It is possible to buy the entire campaign or part of the campaign for the desired program connections. The purchase method is a fixed kr-store and you can choose all the programs for sale.

Campaign definition: Total TV and TV campaign refers to a package that is booked and confirmed at once and used to promote 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.

Campaign-specific contact guarantee limits

Total TV and TV products have 30 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.

Quarterly warranties

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.

The accumulation of impressions in the video segment is monitored through the advertising management system used by Sanoma.

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General information about promotions and purchases

Opening schedules for sales seasons The advertising time of TV channels is opened for sale as follows:

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

Regional Total TV and TV advertising

Visibility areas and audience sizes of the areas.

Visibility areas	3+ (000)
Uusimaa	1 769
Pirkanmaa & Kanta-Häme	663
Varsinais-Suomi	473
Satakunta	205
Central Finland	278
Päijät-Häme & Kymenlaakso	369
North Savo & North Karelia	410
South Savo & South Karelia	233
Ostrobothnia	428
Oulu region & Kainuu	446
Lapland	198



Regional Total TV and TV advertising

List of locations in the visibility areas 1/2

Uusimaa					
Askola	Hyvinkää	Kerava	Lohja	Pukkila	Siuntio
Espoo	Inkoo	Kirkkonummi	Myrskylä	Porvoo	Tuusula
Hanko	Järvenpää	Lapinjärvi	Mäntsälä	Riihimäki	Vihti
Helsinki	Karkkila	Loppi	Nurmijärvi	Raseborg	
Vantaa	Kauniainen	Loviisa	Pornainen	Sipoo	
Pirkanmaa					
Akaa	Ikaalinen	Kihniö	Pirkkala	Tammela	Ylöjärvi
Forssa	Janakkala	Lempäälä	Punkalaidun	Tampere	Ypäjä
Hattula	Jokioinen	Mänttä-Vilppula	Pälkäne	Urkala	
Humppila	Juupajoki	Nokia	Ruovesi	Valkeakoski	
Hämeenkyrö	Jämijärvi	Orivesi	Somero	Vesilahti	
Hämeenlinna	Kangasala	Parkano	Sastamala	Currents	
Varsinais-Suomi					
Aura	Laitila	Mynämäki	Pargas	Sauvo	
Kaarina	Lieto	Naantali	Pöytyä	Taivassalo	
Kimtoön	Loimaa	Nousiainen	Raisio	Turku	
Koski tl	Marttila	Oripää	Rusko	Uusikaupunki	
Kustavi	Masku	Paimio	Salo	Vehmaa	

Päijät-Häme & Kymenlaakso					
Asikkala	Hausjärvi	Iitti	Kuhmoinen	Luumäki	Padasjoki
Hamina	Hollola	Eagle	Kärkölä	Miehikkälä	Pyhtää
Hartola	Heinola	Kouvola	Lahti	Orimattila	Sysmä
Satakunta					
Eura	Huittinen	Merikarvia	Pori	Siikainen	
Eurajoki	Kankaanpää	Nakkila	Pyhäranta	Säkylä	
Harjavalta	Kokemäki	Pomarkku	Rauma	Ulvila	
South Savo & South Karelia					
Enonkoski	Kitee	Mäntyharju	Rantasalmi	Savonlinna	
Hirvensalmi	Lappeenranta	Parikkala	Rautjärvi	Sulkava	
Imatra	Lemi	Pertunmaa	Ruokolahti	Taipalsaari	
Juva	Mikkeli	Puumala	To Savitaipale		
Central Finland					
Hankasalmi	Kannonkoski	Konnevesi	Multia	Reisjärvi	Äänekoski
Joutsa	Karstula	Kyyjärvi	Muurame	Saarijärvi	
Jyväskylä	Keuruu	Laukaa	Petäjävesi	Toivakka	
Jämsä	Kinnula	Lestijärvi	Pihtipudas	Uurainen	
Kangasniemi	Kivijärvi	Luhanka	Lake Pyhäjärvi	Viitasaari	

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List of locations in the visibility areas 2/2

North Savo & North Karelia					
Heinävesi	Scrape	Lapinlahti	Pielavesi	Sonkajärvi	Vesanto
Iisalmi	Keitele	Leppävirta	Polvijärvi	Suonenjoki	Vieremä
Ilomantsi	Kiuruvesi	Lieksa	Rautalampi	Tervo	
Joensuu	Kontiolahti	Liperi	Rautavaara	Tohmajärvi	
Joroinen	Kuopio	Nurmes	Rääkkylä	Tuusniemi	
Juuka	Outokumpu	Pieksämäki	Siilinjärvi	Theft	
Ostrobothnia					
Alajärvi	Isokyrö	Kaustinen	Laihia	Fly	Uusikaarlepyy
Alavus	Spur	Kokkola	Lappajärvi	Jakobstad	Vaasa
Lake Evijärvi	Karjajoki	Korsnäs	Lapua	Pedersöre	Veteli
Hello	Karvia	Kristiinankaupunki	Luoto	Seinäjoki	Vimpeli
Honkajoki	Kaskinen	Kruunupyy	Maalahti	Soini	Vöyri
Ilmajoki	Kauhajoki	Kuortane	Korsholm	Teuva	Ähtäri
Isojoki	Kauhava	Kurikka	Närpes	Toholampi	
Oulu region & Kainuu					
Alavieska	Kajaani	Lumijoki	Paltamo	Ristijärvi	Tyrnävä
Haapajärvi	Kalajoki	Merijärvi	Pudasjärvi	Sievi	Utajärvi
Haapavesi	Kempele	Muhos	Puolanka	Siikajoki	Ylivieska
Hailuoto	Kuhmo	Nivala	Pyhäjoki	Sotkamo	
Hyrnsalmi	Kärsämäki	Oululainen	Pyhä	Vaala	
Ii	Liminka	Oulu	Raahe	Siikalatva	
Lapland					
Enontekiö	Kittilä	Pello	Savukoski	Tervola	
Inari	Crash	Posio	Simo	Tornio	
Chemistry	Kuusamo	Ranua	Sodankylä	Utsjoki	
Kemijärvi	Muonio	Rovaniemi	Suomussalmi	Ylitornio	
Keminmaa	Pelkosenniemi	Salla	Taivalkoski		