

DISPLAY PRODUCTS

Price list 2025

DISPLAY PRODUCTS

Sanoma RON

Ad Impressions are shown on desktop, tablet and mobile devices unless mentioned otherwise.
Site, section and device level products are sold using targeting pricing model. Rich media fee is 0,95€ CPM net.

PRICES 2025

[Table of contents >](#)

Seasonal indexes

	Non-targeted	Targeting level 1 (+5%)	Targeting level 2 (+15%)	Targeting level 3 (+30%)	Notes about targeting	Section	Index
Giant panorama	24	25,2	27,6	31,2		1-15.1.	90
Digital full page	24	25,2	27,6	31,2	Not possible to target HS, Aomulanti, Satakunnan Kansain.		
Extra wide skyscraper	24	25,2	27,6	31,2	No Superscript	16.1.-13.4.	100
Native ad	18	18,9	20,7	23,4	No Superscript		
Giant panorama + wallpaper (desktop-only)	40	42	48	52	No Superscript	14.4.-22.6.	105
Video wallpaper (desktop-only)							
Article video horizontal	20	21	23	26	Not possible to target HS, Aomulanti, Satakunnan Kansain, Superscript	23.6.-9.17.	85
Article video vertical	20	21	23	26	Not possible to target HS, Aomulanti, Satakunnan Kansain, Superscript	1.8.-30.9.	100
Article video square	20	21	23	26	Not possible to target HS, Aomulanti, Satakunnan Kansain, Superscript	1.10.-24.12.	110
Skin wallpaper	43	45,15	49,45	55,90			
Topscroll	45	47,25	-	-	Only IS	25-31.12.	90
Midsroll	24	25,2	27,6	31,2			

DISPLAY PRODUCTS

Targeting pricing

PRICES 2025

[Table of contents >](#)

Level 2 + 15 % CPM

Interest and context
Weather
Life phase
Education
City
Households
Attitude towards direct mail
Income classes
Sonoma segments
Custom audiences
Website or section

Level 1 + 5 % CPM

Age
Gender
Country
Helsinki capital region
Brand Safety
Device
Taloustutkimus segments

When using targeting options from multiple levels at the same time, the price of the highest used level applies.

More detailed targeting options:
media.sanoma.fi/en/media-audiences/digital-solutions/data-and-targeting

Minimum campaign spend for tailored geo and tailored audiences is 3000€/ media campaign or 500€/ media campaign item

Level 3 + 30 % CPM

82B
Purchase intent
Retargeting
Postal code areas
Working Industry
Custom geo
Custom audience

DISPLAY PRODUCTS

Rich media fee 0,95€ CPM net

PRICES 2025

[Table of contents >](#)

Rich media fee is charged from the following rich media ad formats:

Topscroll	Feed based giant panorama
Midsroll	Feed based digital full page
Skin Wallpaper	Feed based digital full page with carousel
Video wallpaper	Feed based extra wide skyscraper
Carousel	Feed based retargeting
Digital full page insert solution	Feed based instream
Story	

DISPLAY PRODUCTS

Digital edition full page ads

PRICES 2025

[Table of contents >](#)

Product	HS B	Aamulehti B	Satakunnan Kansain B
3 days	5 881	2 437	1 518
1 week	9 420	4 039	2 528
2 weeks	13 701	5 875	3 678
insert*	11 045	4 731	2 955
Typical: 2021 1430 x 1430 px	1 275 (week)		

*price of one insert round, maximum period for one round is one week

Product	Sanoma.fi, Aamulehti.fi, Keskisuomalainen.fi, Ilkka-Sanoma.fi, Työväen Sanomat.fi	Sanoma.fi, Aamulehti.fi, Keskisuomalainen.fi, Ilkka-Sanoma.fi, Työväen Sanomat.fi
4 weeks	500	1 000

DIGITAL & DATA

PRICES 2025

[Table of contents >](#)

Sanoma's offering in the category

89 % of Finns | 341M page views a week | Separative contents | 1st Party



Source: Kantar/Big Data/Up 1-3/2024 RMG, media 11-04/2024, combined Sanoma RON + Ruutu, reach in Finland, target group 15-74+

DISPLAY PRODUCTS

Sanoma RON

PRICES 2025

[Table of contents >](#)

Ad impressions are shown on desktop, tablet and mobile devices unless mentioned otherwise.
Site, section and device level products are sold using targeting pricing model. Rich media fee is 0,95€ CPM net.

Seasonal indexes

	Non-targeted	Targeting level 1 (+ 5 %)	Targeting level 2 (+ 15 %)	Targeting level 3 (+ 30 %)	Notes about targeting
Giant panorama	24	25,2	27,6	31,2	
Digital full page	24	25,2	27,6	31,2	Not possible to target HS, Aamulehti, Satakunnankansa
Extra wide skyscraper	24	25,2	27,6	31,2	No Supersaa.fi
Native ad	18	18,9	20,7	23,4	No Supersaa.fi
Giant panorama + wallpaper (desktop-only) Video wallpaper (desktop-only)	40	42	46	52	No Supersaa.fi
Article video horizontal	20	21	23	26	Not possible to target HS, Aamulehti, Satakunnankansa, Supersaa
Article video vertical	20	21	23	26	Not possible to target HS, Aamulehti, Satakunnankansa, Supersaa
Article video square	20	21	23	26	Not possible to target HS, Aamulehti, Satakunnankansa, Supersaa
Skin wallpaper	43	45,15	49,45	55,90	
Topscroll	45	47,25	-	-	Only IS
Midscroll	24	25,2	27,6	31,2	

Season	Index
1.-15.1.	90
16.1.-13.4.	100
14.4.-22.6.	105
23.6.-31.7.	85
1.8.-30.9.	100
1.10.-24.12.	110
25.-31.12.	90

DISPLAY PRODUCTS

Targeting pricing

When using targeting options from multiple levels at the same time, the price of the highest used level applies.

More detailed targeting options:
media.sanoma.fi/en/media-audiences/digital-solutions/data-and-targeting

Minimum campaign spend for tailored geo and tailored audiences is 3000€ / media campaign or 500€ / media campaign item

Level 1 + 5 % CPM

Age
Gender
County
Helsinki capital region
Brand Safety
Device
Taloustutkimus segments

Level 2 + 15 % CPM

Interest and context
Weather
Life phase
Education
City
Households
Attitude towards direct mail
Income classes
Sanoma segments
Custom audiences
Website or section

PRICES 2025

[Table of contents >](#)

Level 3 + 30 % CPM

B2B
Purchase intent
Retargeting
Postal code areas
Working industry
Custom geo
Custom audience

DISPLAY PRODUCTS

PRICES 2025

Rich media fee 0,95€ CPM net

[Table of contents >](#)

Rich media fee is charged from the following rich media ad formats:

Topscroll	Feed based giant panorama
Midscroll	Feed based digital full page
Skin Wallpaper	Feed based digital full page with carousel
Video wallpaper	Feed based extra wide skyscraper
Carousel	Feed based retargeting
Digital full page insert solution	Feed based instream
Story	

DISPLAY PRODUCTS

PRICES 2025

Digital edition full page ads

[Table of contents >](#)

Product	HS.fi	Aamulehti.fi	Satakunnankansa.fi
3 days	5 881	2 437	1 518
1 week	9 420	4 039	2 528
2 weeks	13 701	5 875	3 678
Insert*	11 045	4 731	2 955
Työpaikat, size 1436 x 1436 px	1 275 (week)		

Product	Janakkalansanomat.fi, Merikarvialehti.fi, Rannikkoseutu.fi, Sydanskunta.fi, Tyrvaansanomat.fi	Jamsanseutu.fi, Kankaanpaanseutu.fi, Kivijärvi.fi, Nokianuutiset.fi, Suurkeuruu.fi, Valkeakoskensanomat.fi, Vekari.fi
4 weeks	500	1 000

*price of one insert round, maximum period for one round is one week

Sanoma's offering in the category

89 % of Finns | 341M page views a week | Separative contents | 1st Party

