

DISPLAY PRODUCTS

Price list 2026

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 2026

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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		1.1-29.3.	100
Digital full page	24	25,2	27,6	31,2	Not possible to target HS, Aomulant, Satakunnanranta		
Extra wide skyscraper	24	25,2	27,6	31,2	No Superscript	30.3-21.6.	105
Native ad	12	12,6	13,8	15,6	No Superscript	22.6-30.9.	100
Giant panorama + wallpaper (desktop-only)	40	42	48	52	No Superscript	1.10-24.12.	110
Video wallpaper (desktop-only)	20	21	23	26	Not possible to target HS, Aomulant, Satakunnanranta, Superscript	25-31.12.	100
Article video horizontal	20	21	23	26	Not possible to target HS, Aomulant, Satakunnanranta, Superscript		
Article video vertical	20	21	23	26	Not possible to target HS, Aomulant, Satakunnanranta, Superscript		
Article video square	20	21	23	26	Not possible to target HS, Aomulant, Satakunnanranta, Superscript		
Skin wallpaper	43	45,15	49,45	55,9			
Topscroll	45	47,25	-	-	Only IS		
Midscroll	24	25,2	27,6	31,2			

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Targeting pricing

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Level 3
+ 30 % CPM

Level 2
+ 15 % CPM

Level 1
+ 5 % CPM

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

Interest and context
Weather
Life phase
Education & Income classes
City
Households
Attitude towards direct mail
Sanoma segments
Custom audiences
Website or section
B2B

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

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DISPLAY PRODUCTS

Rich media fee 0,95€ CPM net

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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

Digital edition full page ads

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Product	HS B	Aamulehti B	Satakunnanranta B
3 days	5 881	2 437	1 518
1 week	9 420	4 039	2 528
2 weeks	15 071	6 403	4 046
1 year*	11 045	4 731	2 955
Työpöytä: 2021 1430 x 1430 px	1 275 (week)	547 (week)	342 (week)

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

Product	HS B	Aamulehti B	Satakunnanranta B
4 weeks	500	1 000	

DISPLAY PRODUCTS

Sanoma's digital media reach 89% of Finns

345M page views a week | Separative contents | 1st Party

menaiset

Janakkalan Sanomat Kankaanpään Seutu KMV-lehti Merikarvia-lehti Nokian Uutiset
Rannikkoseutu Suur-Keuruu Sydän Satakunta Tyrvään Sanomat Valkeakosken Sanomat

Source: Kantar Media Kuupaja 1-6/2025 Sanoma display, video and audio networks. BMM-weeks 1-26/2025

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Season	Index
1.1.-29.3.	100
30.3.-21.6.	105
22.6.-30.9.	100
1.10.-24.12.	110
25.-31.12.	100

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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 & Income classes
City
Households
Attitude towards direct mail
Sanoma segments
Custom audiences
Website or section
B2B

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Level 3 + 30 % CPM

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Työpaikat, size 1436 x 1436 px	1 275 (week)	547 (week)	342 (week)

Product	Janakkalansanomat.fi, Merikarvialehti.fi, Rannikkoseutu.fi, Sydänsatakunta.fi, Tyrvaansanomat.fi	Jamsanseutu.fi, Kankaanpaanseutu.fi, Kivilehti.fi, Nokianuutiset.fi, Suurkeuruu.fi, Valkeakoskensanomat.fi, Vekkari.fi
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