

Nationwide radio advertising

Sanoma sells nationwide radio advertising to eight radio stations. Radio Suomipop, Radio Rock, Easy Hits, Loop, HitMix, Aito Iskelmä, Groove and Classic Hits.

Ready-to-use packages (Total Audio, Radio)

The advertiser chooses the number of contacts in the target group 25-54, the time of the campaign, and the spot lengths. The package includes predefined station weightings based on natural listening. Different weightings can be made to the packages according to weeks and spot lengths. For an additional fee, you can emphasize the desired program blocks and make restrictions on the days of the week and program blocks. In addition to radio stations, the Total Audio package includes Sanoma's Audio Network.

Customizable packages (Total Audio flexible, Radio flexible)

The advertiser chooses the target group, number of contacts, campaign time, spot lengths and radio channels (1-8 pcs). Different weightings can be made to the packages according to weeks and spot lengths. For an additional fee, you can focus on the desired program blocks and make restrictions on the days of the week and program blocks. In addition to radio stations, the Total Audio flexible package includes Sanoma's Audio Network.

Sanoma Audio Network

Advertising targeted at Supla and Sanoma's other digital audio is an effective way to reach the audience that consumes audio. Sanoma Audio Network is sold as impression-based audio advertising either pre-, mid-, or post-roll.

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Station-specific spot price (Audioplanner)

All eight of our radio stations can be purchased alone or in various combinations at channel-specific spot prices, as a so-called fixed block purchase with the planning program Audioplanner. In this case, the advertisements are shown in programme blocks agreed on according to each channel's own schedule. The blocks are three hours long, except for the night block, which is six hours long. The price of each block is determined by the number of listeners and capacity. There is no minimum purchase amount in block buying, and there are no restrictions on the length of the campaign. In block buying, you can specify the desired location in the block and outage for a 20% surcharge. There is an additional fee of 10% for the activation component.

Spot-priced station package (Audioplanner)

Sanoma Media Finland's radio advertising can be purchased from Audioplanner with the help of ready-made station packages. The nationwide package is Sanoma Media Total. The ready-made packages have the same schedules, number of performances and spots on all stations.

Nationwide radio advertising

Other products

Intermittent connection: Running two ads from the same customer at the same interval. Surcharge +10%.

Alcohol advertising: Purchased by planning a campaign with Audioplanner with fixed block buying. Alcohol advertising may be broadcast on the radio between 10 pm and 7 am.

Nationwide radio advertising

Total Audio and Radio Rates 30" gross

Target audience	Size (000)	CPP Price	CPT Price
25-54	2 127	141,45	6,65

Total Audio Flexible and Radio Flexible Rates 30" gross

Target audience	Size (000)	Suomipop	Rock	Easy Hits	Loop	Groove	HitMix	Aito Iskelmä	Classic Hits
25-54	2 127	171,86	164,84	196,75	228,65	237,37	259,07	233,33	233,33
F25-54	1 033	176,85	421,46	126,23	167,24	181,91	185,73	176,54	176,54
M25-54	1 094	145,72	103,38	311,57	253,81	274,05	310,48	272,73	272,62

Target audience	Size (000)	Suomipop	Rock	Easy Hits	Loop	Groove	HitMmix	Aito Iskelmä	Classic Hits
25-54	2 127	8,08	7,75	9,25	10,75	11,16	12,18	10,97	10,97
F25-54	1 033	17,12	40,80	12,22	16,19	17,61	17,98	17,09	17,09
M25-54	1 094	13,32	9,45	28,48	23,20	25,05	28,38	24,93	24,92

In the radio flexible purchasing method, you can choose from 1 to 8 radio stations and their shares. Both purchase methods can also be used to purchase audio advertising from Sanoma's Audio Network for the same campaign.

Prices with a seasonal index of 100.

Nationwide audio advertising

Sanoma Audio Network

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Target audience	CPT Price 30"
Untargeted	25,00

Targeting pricing	Targeting
Targeting rate +10 %	Age, gender
Targeting rate +20 %	Age+gender, time of day, podcasts/Web radios, IS content
Targeting rate +30 %	Geo, interest, program-specific targeting, customer-specific targeting

The spot length coefficients are the same as on the radio.

In Sanoma's Audio Network, the maximum length of an advertisement is 60 seconds.

Nationwide radio advertising

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 purchase methods.

Days	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

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.

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	106-120	4,0

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Opening schedules for sales seasons

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

Opening season	Week	Opening Day	Opening week
01.01.-25.01.	01-04	13.10.2025	vk 42
26.01.-31.05.	05-22	18.11.2025	vk 47
01.06.-27.09.	23-39	23.2.2026	vk 9
28.09.-31.12.	40-53	1.6.2026	vk 23