

DISPLAY PRODUCTS

Price list 2027

DISPLAY PRODUCTS Sanoma RON

PRICES 2027

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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 (12.5%)	Targeting level 2 (25%)	Targeting level 3 (37.5%)	Notes about targeting	Season	Index
Giant panorama	25	26,25	28,75	32,5		1.1.-20.3.	100
Digital full page	25	26,25	28,75	32,5	Not possible to target to H1, Aamulehti, Satakunta/kankeinen	21.3.-27.6.	105
Extra wide skyscraper	25	26,25	28,75	32,5			
Midscroll	25	26,25	28,75	32,5		28.6.-30.9.	100
Topscroll	47	49,35	54,05	61,1	Only iS		
Skin wallpaper	47	49,35	54,05	61,1		1.10.-24.12.	110
Giant panorama + wallpaper (desktop-only)	47	49,35	54,05	61,1	Not possible to target to Supersää.fi		
Native ad	12	12,6	13,8	15,6	Not possible to target to H1, Aamulehti, Satakunta/kankeinen, Supersää.fi	25.9.-31.12.	100
Article video horizontal/vertical/square	22	23,1	25,3	28,6			

DISPLAY PRODUCTS 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 level applies.
More detailed targeting options: media.sanoma.fi/en/rich-media-audience/digital-solutions/data-and-targeting
Minimum campaign spend for tailored geo and tailored audiences is 3000€ / media campaign or 5000€ / media campaign item

Age
Gender
Country
Helsinki capital region
Brand Safety
Device
Taloustutkimus segments

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

1000000

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:

Carousel
Digital full page insert solution
Feed based giant panorama
Feed based digital full page
Feed based digital full page with carousel
Feed based extra wide skyscraper
Feed based retargeting
Feed based instream

DISPLAY PRODUCTS Digital edition full page ads

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Product	H1,6	Aamulehti,6	Satakunta/kankeinen,6	Product	Aamulehti/kankeinen,6 Helsinki/kankeinen,6 Satakunta/kankeinen,6 Valkeakosken Sanomat,6 Vaasa,6	Aamulehti,6 Helsinki/kankeinen,6 Satakunta/kankeinen,6 Valkeakosken Sanomat,6 Vaasa,6
1 day	3 210	1 270	790	4 weeks	500	1 000
3 days	5 881	2 437	1 518			
1 week	9 420	4 039	2 528			
2 weeks	15 071	6 463	4 046			
Insert**	11 045	4 731	2 955			
Typecast, size 1430 x 1430 px	1 275 (week)	547 (week)	342 (week)			

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

DISPLAY PRODUCTS Political Advertising

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Seasonal pricing 18.3.-18.4.2027

Sanoma RON	Non-targeted	Targeted	Non-targeted	Targeted
Digital Full Page	25 €	28,75 €	50 €	57,5 €
Midscroll	25 €	28,75 €	50 €	57,5 €
Extra Wide Skyscraper	25 €	28,75 €	50 €	57,5 €
Political Video	21 €	24,15 €	42 €	48,3 €
Political Native Ad	21 €	24,15 €	42 €	48,3 €

• Discount policy for political campaigns: 35% non-profit advertising discount + 12% direct advertiser discount or 15% media agency discount
• Allowed targeting: Regional targeting only (electoral districts and cities)

1000000

DISPLAY PRODUCTS Sanoma's digital media reach 88% of Finns

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

meikset 



Janakkalan Sanomat Kankaanpää Seutu Kivi-lehti Merikarvia-lehti Nokian Uutiset
Rannikkoseutu Suur-Keuruu Sydän Satakunta Tyrvään Sanomat Valkeakosken Sanomat

Source: Pöytäkirja OYK 1/2026 Sanoma Group, 10.01.2026 OYK 1/2026 Sanoma Group, 10.01.2026

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sanoma

DISPLAY PRODUCTS

Sanoma RON

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Seasonal indexes

	Non-targeted	Targeting level 1 (+ 5 %)	Targeting level 2 (+ 15 %)	Targeting level 3 (+ 30 %)	Notes about targeting
Giant panorama	25	26,25	28,75	32,5	
Digital full page	25	26,25	28,75	32,5	Not possible to target to HS, Aamulehti, Satakunnankansa
Extra wide skyscraper	25	26,25	28,75	32,5	
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Article video horizontal/vertical/square	22	23,1	25,3	28,6	Not possible to target to HS, Aamulehti, Satakunnankansa, Supersaa

Season	Index
1.1.-20.3.	100
21.3.-27.6.	105
28.6.-30.9.	100
1.10.-24.12.	110
25.-31.12.	100

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

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Level 3 + 30 % CPM

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

DISPLAY PRODUCTS

Rich media fee 0,95€ CPM net

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DISPLAY PRODUCTS

Digital edition full page ads

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Product	HS.fi	Aamulehti.fi	Satakunnankansa.fi
1 day	3 210	1 270	790
3 days	5 881	2 437	1 518
1 week	9 420	4 039	2 528
2 weeks	15 071	6 463	4 046
Insert*	11 045	4 731	2 955
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
4 weeks	500	1 000

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

DISPLAY PRODUCTS

Political Advertising

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			Seasonal pricing 18.3.-18.4.2027	
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Janakkalan Sanomat Kankaanpään Seutu KMV-lehti Merikarvia-lehti Nokian Uutiset
Rannikkoseutu Suur-Keuruu Sydän-Satakunta Tyrvään Sanomat Valkeakosken Sanomat

Sources: Fifty5Blue Mind Kuluttaja 1-6/2026 Sanoma display, video and audio network; FIAM weeks 1-41/2026

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