Instream video
Products

	6 sek	10 sek	15 sek	20 sek	25 sek	30 sek	35 sek	40 sek	45 sek	50 sek	55 sek	60 sek
SANOMA REACH vertical video	14,70 €	20,00 €	28,00 €	32,00 €								
Sanoma newsmedia video content (shown as pre- and post-roll vertical video in newsmedia environment)												
SANOMA REACH	14,70 €	26,60 €	37,20 €	42,60 €	47,90 €	53,20 €						
All Sanoma video content (shown as pre- and mid-roll with all Sanoma TV and video content, and on the Pelikone and Älypää gaming sites)												
RUUTU PREMIUM		30,00 €	42,00 €	48,00 €	54,00 €	60,00 €	63,00 €	66,00 €	69,00 €	72,00 €	75,00 €	78,00 €
TV content (shown as pre- and mid-roll in long and short TV content)												

sanoma

INSTREAM VIDEO
PAUSE AD

	CPM
PAUSE AD RUUTU	**32 €**
Ad shown inside Ruutu	
PAUSE AD REACH	**28 €**
Ad shown in all video inventory through Sanoma	

INSTREAM VIDEO

Season indexes

Weeks	Days	Index
1	1.1.-10.1.2027	100
2-8	11.1.-28.2.2027	110
9-18	1.3-9.5.2027	100
19-26	10.5.-4.7.2027	120
27-32	5.7.-15.8.2027	105
33-39	16.8.-3.10.2027	120
40-45	4.10-14.11.2027	110
46-50	15.11-19.12.2027	120
51-52	20.12-31.12.2027	110

INSTREAM VIDEO
Targeting

Targeting surplus +15%	
Gender	Male/Female
Geo	Regions, capital region
Others	Time targeting, device targeting, interactive video ads, exceptional replay limit
Targeting surplus +20%	
Combination of two +15% targetings = +20%	For example, Time + Geo
Age	15-34, 18-34, 18-44, 18-54, 18-64, 18+, 25-44, 25-54, 25-64, 35-64, 45-64, 45+,
Age + gender	Gender + age group
Geo	City-level targeting
Interest	For example: Fitness and well-being, Food and wine, Families with children, Home and garden, Finances, Travel, Consumer electronics and gaming, Relationships and sex, Events and leisure time tips, Fashion and beauty, Science and technology, Motor vehicles, Jobs, Gambling, Sport, Ice hockey, Football
Others	Programme-specific targeting, message chaining , theme-based targeting, site-level targeting, income class, device
Targeting surplus +30%	
Combination of 15% & 20% targetings = +30%	For example, Age + Interest
Targeted audiences	Customer-specific audiences / tailored audiences
Other	Max. two targeting categories per campaign. For more details or customized target groups, please contact our media sales team.