

# evento

PRINT | SOC MED | DIGI | LIVE *More than a magazine.*

## Media information 2021

**Three-dimensional media**

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**High-quality professional magazine**

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**Network builder**

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**Connects readers and advertisers effectively**

## **Evento is media**

for event industry professionals, event organisers, event marketing professionals, HR professionals, people in communications, interactors, networkers, office professionals and marketing and sales professionals who value strategically high-profile encounters.

**35,000 readers**  
2.5 readers/  
magazine\*

\*Reader survey 2018, Tietoykkönen oy

**Evento** raises the profile of the event industry and emphasises the importance of encounters as a resource for employees, companies and entire organisations. Evento is a targeted communications channel for professionals.



evento

## Decision-makers read Evento

**Evento targets** a very influential and wide-ranging group of professionals. The magazine is read by CEOs and assistants, HR managers and marketing bosses.

**The core of Evento's content** is interpersonal encounters as a means of influencing marketing and communications. Modern-day encounters are goal-oriented, meaningful and result in changes in behaviour. Digital opportunities add new dimensions to encounters and extend them. Encounters are the most effective tool for marketing communications.

**Evento provides** professionals with inspiring and informative content that can be directly put to use in day-to-day operations. It serves all decision-makers in a variety of channels and in three dimensions. Evento brings work to a new level with its positive, energetic approach. One of the magazine's strengths is its diversity, encouraging readers to be where their customers are.

**Genuine, goal-oriented meetings lay the foundation for the future.**

eventodate

**Evento Date** is an event for readers. It is always productive and organised in co-operation with our partners. Do you have a good idea and time to make it happen? Let's work together!

Eventolehti.fi

**Evento's website** is a fast, user-friendly channel of communication that gives added value to the magazine between issues. The interactive website provides an impressive showcase for ads, which is effective when combined with print advertising.

### SALES AND MARKETING

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### CIRCULATION

14,000

### SUBSCRIPTION RATES

Continuous (per year) 75 €  
One year 95 €  
Single issue 8.90 €

Online magazine:  
eventolehti.fi/in-english  
Single-issue price 5.90 € and  
12 months 29 €

### EMAIL

firstname.lastname@eventolehti.fi

### WEBSITE

eventolehti.fi

### SOCIAL MEDIA

Eventolehti

facebook.com/eventolehti

### DESIGN

Hanna-Mari Jaakkola

### PUBLISHED BY

Mediatalo Keskiuomalainen,  
Omnipress oy, Magazine Group

aromi  
shaker  
evento

## ADVERTISING FORMATS \* AND RATES 4-colour (VAT 0%)

Double-page spread **	460 x 297 mm	7,900 €
Full page	230 x 297 mm	4,600 €
Full page 2nd cover	230 x 297 mm	4,800 €
Full page back cover	230 x 270 mm	5,500 €
Half page – horizontal	230 x 146 mm	3,300 €
Half page – vertical	112 x 297 mm	3,300 €
One-third page	75 x 297 mm	2,700 €
Quarter page	93 x 130 mm	2,200 €
One-eighth page	93 x 62 mm	1,600 €
Module	93 x 30 mm	900 €

## TECHNICAL SPECIFICATIONS

Magazine size: 230 x 297 mm

Raster: 60 lines

Binding: glued

Profile: ISOcoated\_v2\_bas.ICC

Copy: ilmoitukset@eventolehti.fi

Please specify name of magazine, issue and advertiser.

\* Please add 5 mm to advertising material for bleed.

\*\* Please note the glue binding.

**Book specific placements well in advance!**

## Evento brings readers and advertisers together

The magazine entices readers with its incisive, useful content, which is still talked about even after reading and leaves the reader wanting more. For advertisers, Evento offers a readership of public sector and corporate decision-makers, who are responsible for and have the power to make purchases and budgets for organising events.

## Evento is a useful professional magazine

A specialised, nationwide media is the most effective way to add a journalistic touch to advertising. The periodical is the reader's choice. When holding a magazine, the reader has time and is receptive to the messages being conveyed in the magazine. Evento is perceived as being a source that entertains, generates ideas and provides a wealth of information.

# Schedule 2021

## 1-2

### Occupational well-being

Published 18 March

Copy 24 February

## 3

### Conference & encounters

Published 12 May

Copy 20 April

## 4

### Events

Published 12 August

Copy 23 June

*Kongressi 2021 event publication\*  
Survey issue\*\**

## 5-6

### Parties and experiences

Published 14 October

Copy 21 September

*Massive distribution*

\*Kongressi 2021 -event 25.-26.8.2021, Messukeskus Helsinki, Expo and Convention Centre

\*\*The reader research includes the research of advertisement effectiveness. The results and debriefing are free of charge for the advertiser.

# Advertorial – single content, multiple channels

Would you like to intergrate your advertising message directly into Evento's content? Content tailored for the readers, on a platform they are already using, provides the best opportunities for taking advantage of available media. A single piece of content can be used on all of Evento's channels, using different main messages/excerpts, and even in the advertiser's own media. An effective marketing message provides the reader with added value and ideally competes directly with the media content for interest.

Prices starting at **3,800€** spread + VAT  
Price includes content producer's work and layout design.

*Excerpt in a newsletter*

*Content co-operation eventolehti.fi*

**Approach that speaks to readers!**

*Use on the company's own media channels*

*Use as a brochure*

*Published in Evento magazine*

*Posting in a partner blog*

*Excerpt on Facebook*

## Special solutions

A card, A4-sized insert, brochure, price list, customer magazine or sample. Loose, bound, glued or foiled. We can do it all!

**What else?** Cover surfaces, additional surfaces, cover flap, specific placements, an advert with a tail - the possibilities are endless!

**A partner blog, banner, podcast and vlog** on Evento's website as well as social media and newsletter posts open a host of new possibilities. Incisive and topical content published wherever the customers are.

**The BtoB pages** are a regular feature of Evento. An advertisement in the directory ensures that information about your company will appear in every issue throughout the year. Sizes starting at 90 x 40 mm, price 1,600 €/year.

**Book specialised solutions and specific placements well in advance!**

evento offers

**Popular, regularly published themed newsletter**

**Evento Offers** is a precisely targeted advertising channel, which brings together special offers, ideas and reminders suitable for a specific timeframe. Evento Offers is an enjoyably concise info package for its readers, and its themes make it especially effective for advertisers.

- Published on Tuesday and re-released on Thursday.
- 35,000–40,000 recipients/letter.
- The newsletters are themed and also written specifically to suit a given topic (theme introduction, leading to an idea, inspiring thoughts, etc.).
- Price 850 € + VAT/letter.
- 4–6 advertisement spaces/letter.

*Note!*  
**Spaces fill up quickly.**