



ALMA BUSINESS MEDIA - DISPLAY ADVERTISING RATE CARD VALID FROM 1ST MARCH 2021



DISPLAY ADVERTISING RATE CARD

Cross Device	Price € / cpm, RON/ ROS*	Additional cost for targeting			Ad size desktop	Ad size mobile
		5 %	15 %	30 %		
Digital Full Page	37,00 €	38,85 €	42,55 €	48,10 €	468x672	300x431
Giant Panorama	36,00 €	37,80 €	41,40 €	46,80 €	980x400	300x300
Extra Wide Skyscraper	35,00 €	36,75 €	40,25 €	45,50 €	300x600/ 300x431	300x600 (not in apps)/ 300x431
Rectangle	21,00 €	22,05 €	24,15 €	27,30 €	300x300	300x300
Content Display (native)	24,00 €	25,20 €	27,60 €	31,20 €		
Wide rectangle	25,00 €	26,25 €	28,75 €	32,50 €	468x400	300x300
Article Video (Outstream)	31,00 €	32,55 €	35,65 €	40,30 €	16:9	16:9
Ad format (desktop only)	€ / cpm	5 %	15 %	30 %		
Giant panorama + Wallpaper	55,00 €	57,75 €	63,25 €	71,50 €	980x400 + 1600x1200	

* Cross device rates are for advertising campaign in Alma Business Media, Kauppalehti ROS- or Uusi Suomi ROS network. If advertising is targeted in selected Alma Business Media, there is an additional cost 15 %. Giant Panorama + Wallpaper rates are for one medium. Targeting options depend on ad format and media.

RON = Run of Network. ROS = Run of Site

TARGETING OPTIONS

Ask media sales for more detailed specifications

Targeting +5% / CPM

Sociodemographic data
 Gender
 Age
 Education
 Location based (geo)
 Device
 Operating System

Targeting +15% / CPM

Sociodemographic data
 Form of living
 House type
 Income
 Interest
 Life Phase
 Hobby
 Lifestyle
 Entertainment
 Sports
 Travel
 Living - category 1
 Cars - category 1
 Contextual targeting - category 1
 Media / section (Alma Business Media)

Targeting +30% / CPM

Sociodemographic data
 Employment status
 Entrepreneurship
 Size of company
 Industry
 Interest
 Economy
 Living - category 2
 Cars - category 2
 Contextual targeting - tailored

SEASONAL RATES

Date	Index
4.1.-27.6.	100
28.6.-15.8.	80
16.8.-12.12.	100
13.12.-2.1.2022	80

The seasonal index applies to standard-priced CPM campaigns

MEDIA SERVICE & CAMPAIGN MATERIALS

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