

postinen

MEDIA CARD
2018

posti

REACH ALL OF FINLAND EFFICIENTLY THROUGH POSTINEN

Postinen activates consumers. It is the largest print medium in Finland.

The four-page Postinen is a cost-effective medium for advertisers. It is an excellent channel for promoting sales campaigns, launching products and increasing your company's visibility. By advertising in Postinen, you can attract new customers to your shop or online store.

The functionality of Postinen is studied regularly and its contents are designed to suit the wishes of consumers. Postinen contains topical information on Posti's services, as well as advertisements from companies. Media space is available on all pages.

Postinen is the only nationwide print medium that reaches 3.5 million consumers on the same day. No other medium gets your advertisement into as many Finnish homes twice a week. Advertisements in Postinen are noticed and work effectively. Finns read them in the comfort of their homes and are inspired to act.

Postinen enables you to reach all Finns with advertisement-positive attitudes every Monday and Wednesday. You can book and purchase media space directly using the Posti Kontakti web service.

Postinen and the direct advertising material contained are not delivered to households with an advertising ban. *The maximum circulation number is the number of allowed households, but if there are no unaddressed items in the bundle, the guaranteed circulation of the wrapping is 1.5 million items (2,246,400 contacts).



**3,492,631 contacts
in one day!***

Postinen contains the unaddressed direct advertising material delivered to all households in Finland. Postinen increases the visibility of advertisement mail and distinguishes it from other mail.

CONTACT

Mailer
Posti Ltd

Publisher
Posti Ltd

Contact
posti.com

MEDIA SALES

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CIRCULATION

Circulation*
2,320,830
(12/2017)

Issues per year
102/2018

Number of contacts*
3,492,631
(2017)

*The Maximum circulation number is the number of allowed households, but if there are no unaddressed items in the bundle, the guaranteed circulation of the wrapping is 1.5 million items (2,246,400 contacts).

POSTINEN'S LAYOUT



Front cover

- 2 cover page options
- Standard layout
- Topical subjects highlighted
- Name days
- Activation icon
- Advertisement bar



2nd page

- Reserved for advertiser customers or Posti's own content
- Advertisement sizes are 1/1, 1/2 and 1/4



3rd page

- Reserved for advertiser customers or Posti's own content
- Advertisement sizes are 1/1, 1/2 and 1/4



Back cover

- Delivery information
- 1/1 reserved for advertiser customers or Posti's own content

ADVERTISEMENT SIZES AND PRICES IN 2018

Media sales	Size	Gross price VAT not included.	Net price Price after repetition and media agency discounts. VAT not included.
Front cover	195 x 53 mm + 3 mm trimming allowance!	EUR 15 000	EUR 10 837,50
2nd or 3rd page 1/1 + activation icon	210 x 297 mm + 5 mm trimming allowance! 28,7 x 6,5 mm	EUR 15 000	EUR 10 837,50
2nd or 3rd page 1/2	210 x 148,5 mm + 5 mm trimming allowance!	EUR 10 000	EUR 7 225,00
2nd or 3rd page 1/4	105 x 148,5 mm + 5 mm trimming allowance!	EUR 7 000	EUR 5 057,50
Back cover 1/1*	210 x 257 mm + 5 mm trimming allowance!	EUR 25 000	EUR 18 062,50

Discounts

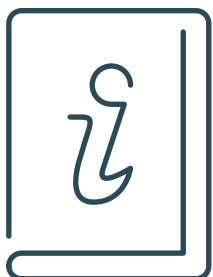
Repetition 2–5	15 %
Discount for media agencies	15 %



We will make a special offer to all customers placing an advert more than five times; please contact our media sales.

A 40 mm allowance has been left on the top of the back cover for the Posti Green marking, the Nordic Swan and the PEFC certification.

TECHNICAL DATA



Trim allowance

5 mm

Paper

UPM Fine 90g Uncoated

Printer

PunaMusta Oy

Printing method

Heatset web offset

Color profile

PSO_Uncoated_ISO12647.icc

Material transfer

The materials are transferred using the Kontakti web-service

The file must be named in format `deliveryday_companyname`, for instance, `140218_Companyname.pdf`, or similarly in case of material to be edited, `140218_Companyname.zip`

The logo coming to Activating Button is named as follows:
`deliverydate_companyname_logo`,
for example `140218_companyname_logo.pdf`

For any questions concerning the materials,
please contact marko.haverinen@ilmoitusvalmistus.fi

For any questions concerning ordering,
please contact suora@posti.com

Further information

It is recommended that the distance between the text and the page edge is at least 5 mm.

RESEARCH DATA

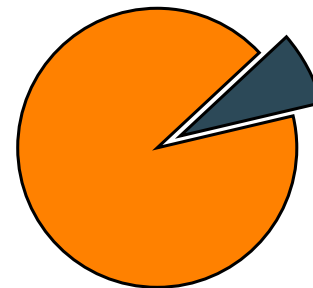
Studies indicate Postinen's high attention value*

- 3.5 million Finnish people receive Postinen twice a week; of these people, 3 million notice it and 2.1 read its contents*

- 26 per cent of all respondents have a positive attitude towards Postinen, while 54 per cent have a neutral attitude*

- The advertisements published in Postinen stay in the audience's minds: the level of recall of a single-page advertisement varied between 28 and 61 per cent (spontaneous and aided memory)*

Postinen is an excellent tool for attracting attention



85 %
of all respondents noticed Postinen

61 %
of all respondents read Postinen

Postinen reaches vast target audiences



*Source: Postinen's attention value surveys 2017, IRO Research & Posti

Schedules for January 1, 2018 – December 31, 2018

Delivery	Monterial	Reservation
Wed 3.1.	Mon 18.12.	Tue 12.12.
Mon 8.1.	Thu 21.12.	Fri 15.12.
Wed 10.1.	Fri 22.12.	Tue 19.12.
Mon 15.1.	Tue 2.1.	Fri 22.12.
Wed 17.1.	Thu 4.1.	Wed 27.12.
Mon 22.1.	Tue 9.1.	Wed 3.1.
Wed 24.1.	Thu 11.1.	Fri 5.1.
Mon 29.1.	Tue 16.1.	Wed 10.1.
Wed 31.1.	Thu 18.1.	Fri 12.1.
Mon 5.2.	Tue 23.1.	Wed 17.1.
Wed 7.2.	Thu 25.1.	Fri 19.1.
Mon 12.2.	Tue 30.1.	Wed 24.1.
Wed 14.2.	Thu 1.2.	Fri 26.1.

Delivery	Monterial	Reservation
Mon 19.2.	Tue 6.2.	Wed 31.1.
Wed 21.2.	Thu 8.2.	Fri 2.2.
Mon 26.2.	Tue 13.2.	Wed 7.2.
Wed 28.2.	Thu 15.2.	Fri 9.2.
Mon 5.3.*	Tue 20.2.	Wed 14.2.
Wed 7.3.	Thu 22.2.	Fri 16.2.
Mon 12.3.	Tue 27.2.	Wed 21.2.
Wed 14.3.	Thu 1.3.	Fri 23.2.
Mon 19.3.	Tue 6.3.	Wed 28.2.
Wed 21.3.	Thu 8.3.	Fri 2.3.
Mon 26.3.	Tue 13.3.	Wed 7.3.
Wed 28.3.	Thu 15.3.	Fri 9.3.
Wed 4.4.	Tue 20.3.	Wed 14.3.

Note: No delivery on Mondays 1 January and 2 April

*Study of Postinen's attention value

Delivery	Monterial	Reservation
Mon 9.4.	Tue 27.3.	Wed 21.3.
Wed 11.4.	Tue 27.3.	Wed 21.3.
Mon 16.4.	Tue 3.4.	Wed 28.3.
Wed 18.4.	Thu 5.4.	Thu 29.3.
Mon 23.4.	Tue 10.4.	Wed 4.4.
Wed 25.4.	Thu 12.4.	Fri 6.4.
Mon 30.4.	Tue 17.4.	Wed 11.4.
Wed 2.5.	Wed 18.4.	Thu 12.4.
Mon 7.5.	Mon 23.4.	Tue 17.4.
Wed 9.5.	Wed 25.4.	Thu 19.4.
Mon 14.5.	Mon 30.4.	Tue 24.4.
Wed 16.5.*	Wed 2.5.	Thu 26.4.
Mon 21.5.	Mon 7.5.	Mon 30.4.

Delivery	Monterial	Reservation
Wed 23.5.	Wed 9.5.	Tue 3.5.
Mon 28.5.	Tue 15.5.	Wed 9.5.
Wed 30.5.	Thu 17.5.	Fri 11.5.
Mon 4.6.	Tue 22.5.	Wed 16.5.
Wed 6.6.	Thu 24.5.	Fri 18.5.
Mon 11.6.	Tue 29.5.	Wed 23.5.
Wed 13.6.	Thu 31.5.	Fri 25.5.
Mon 18.6.	Tue 5.6.	Wed 30.5.
Wed 20.6.	Thu 7.6.	Fri 1.6.
Mon 25.6.	Mon 11.6.	Tue 5.6.
Wed 27.6.	Tue 12.6.	Wed 6.6
Mon 2.7.	Mon 18.6.	Tue 12.6.
Wed 4.7.	Thu 21.6.	Fri 15.6.

*Study of Postinen's attention value

Delivery	Monterial	Reservation
Mon 9.7.	Tue 26.6.	Wed 20.6
Wed 11.7.	Thu 28.6.	Thu 21.6.
Mon 16.7.	Tue 3.7.	Wed 27.6.
Wed 18.7.	Thu 5.7.	Fri 29.6.
Mon 23.7.	Tue 10.7.	Wed 4.7.
Wed 25.7.	Thu 12.7.	Fri 6.7.
Mon 30.7.	Tue 17.7.	Wed 11.7.
Wed 1.8.	Thu 19.7.	Fri 13.7.
Mon 6.8.	Tue 24.7.	Wed 18.7.
Wed 8.8.	Thu 26.7.	Fri 20.7.
Mon 13.8.	Tue 31.7.	Wed 25.7.
Wed 15.8.	Thu 2.8.	Fri 27.7.
Mon 20.8.	Tue 7.8.	Wed 1.8.

Delivery	Monterial	Reservation
Wed 22.8.	Thu 9.8.	Fri 3.8.
Mon 27.8.	Tue 14.8.	Wed 8.8.
Wed 29.8.	Thu 16.8.	Fri 10.8.
Mon 3.9.	Tue 21.8.	Wed 15.8.
Wed 5.9.	Thu 23.8.	Fri 17.8.
Mon 10.9.*	Tue 28.8.	Wed 22.8.
Wed 12.9.	Thu 30.8.	Fri 24.8.
Mon 17.9.	Tue 4.9.	Wed 29.8.
Wed 19.9.	Thu 6.9.	Fri 31.8.
Mon 24.9.	Tue 11.9.	Wed 5.9.
Wed 26.9.	Thu 13.9.	Fri 7.9.
Mon 1.10.	Tue 18.9.	Wed 12.9.
Wed 3.10.	Thu 20.9.	Fri 14.9.

*Study of Postinen's attention value

Delivery	Monterial	Reservation
Mon 8.10.	Tue 25.9.	Wed 19.9.
Wed 10.10.	Thu 27.9.	Fri 21.9.
Mon 15.10.	Tue 2.10.	Wed 26.9.
Wed 17.10.	Thu 4.10.	Fri 28.9.
Mon 22.10.	Tue 9.10.	Wed 3.10.
Wed 24.10.	Thu 11.10.	Fri 5.10.
Mon 29.10.	Tue 16.10.	Wed 10.10.
Wed 31.10.	Thu 18.10.	Fri 12.10.
Mon 5.11.	Tue 23.10.	Wed 17.10.
Wed 7.11.	Thu 25.10.	Fri 19.10.
Mon 12.11.	Tue 30.10.	Wed 24.10.
Wed 14.11.	Thu 1.11.	Fri 26.10.
Mon 19.11.	Tue 6.11.	Wed 31.10.

Delivery	Monterial	Reservation
Wed 21.11.*	Thu 8.11.	Fri 2.11.
Mon 26.11.	Tue 13.11.	Wed 7.11.
Wed 28.11.	Thu 15.11.	Fri 9.11.
Mon 3.12.	Tue 20.11.	Wed 14.11.
Wed 5.12.	Thu 22.11.	Fri 16.11.
Mon 10.12.	Mon 26.11.	Tue 20.11.
Wed 12.12.	Wed 28.11.	Thu 22.11.
Mon 17.12.	Mon 3.12.	Tue 27.11.
Wed 19.12.	Wed 5.12.	Thu 29.11.
Thu 27.12.**	Tue 11.12.	Wed 5.12.
Mon 31.12.	Thu 13.12.	Fri 7.12.

Note: No delivery on Monday 24 December.

*Study of Postinen's attention value

**Exception to delivery days.

DELIVERY TERMS



Reservation

- The customer makes a reservation for an advertisement before the last reservation date in Kontakti web-service
- The customer shall have the right to cancel a reservation for an advertisement at no cost by notifying the Customer's contact person at Posti in writing no later than 14 days before the reservation deadline for the delivery period in question.

Posti's responsibilities

- Posti's liability for errors is limited in all cases to a sum no greater than the price paid by the customer for the advertisement in question.
- Posti has the right to not publish the advertisement by notifying the customer of this within two (2) working days of the delivery day of the materials.

Customer responsibilities

- The customer is responsible for the content of the advertisement.

Error situations

- Posti aims to take the correction of the error into account before the advertisement is published, but Posti is not obligated to acknowledge any corrections made to the advertisement after the delivery date given for the digital materials in the media card.
- If the correction is caused by the customer, Posti has the right to charge any additional expenses resulting from the correction from the customer.

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