

FINLAND *TODAY*

Finland Today was founded in 2013 and is one of the pioneering English news sites in Finland.

We serve as a gateway for immigrants in Finland and for international readers abroad. We attract about 100,000 page views per month. Our largest readership groups are in Helsinki and in the United States. The majority of our readers are between 25 and 44 years of age. About half of the readers are men and half women.

On average, people tend to spend between 30 to 180 seconds reading our articles, which focus on in-depth analyses and rich visual features.

This is good news for you: the longer reader engagement adds to the exposure time of your ad.

There are about 300,000 foreigners living in Finland, who could become your audience. In Helsinki alone, about 140,000 people speak other language than Finnish as their native tongue.

We offer several options for advertising. The ads are responsive and will work on any device from laptop to tablet.

MEDIAKORTTI 2018

1. Banners

LEADERBOARD
728 x 90

LEADERBOARD
468 x 60

LARGE LEADERBOARD
970 x 90

LARGE RECTANGLE
336 x 280

SMALL BOARD
750 x 400

BIG BOARD
1200 x 520



Your Ad Here



A NIGHT AT THE HELSINKI AIRPORT

Life might have night watching on the bus, but it's not the same thing.



'ALL THE MONEY IN THE WORLD' FILM REVIEW

TRENDING

A Night at the Helsinki Airport
posted on January 14, 2017
Winners and Losers with the New Western
Metro
posted on January 14, 2017
'All the Money in the World' Film Review:

An example of a large leaderboard at 728x90 on the front page.

1.1 Banners inside posts

We offer banners of sizes 728x90 and 468x60 to be placed anywhere inside the posts.

The screenshot shows a news article on the Finland Today website. At the top, the logo "FINLAND TODAY" is displayed in a large, bold, black font with "TODAY" in red script. Below the logo is a dark navigation bar with "NEWS +", "SUBSCRIBE +", and a search icon. The article title is "STORM AKU CUTS POWER TO THOUSANDS DURING THE NIGHT" by Tony Öhberg, dated 01/08/2018. Social media sharing icons for Facebook, Twitter, Email, WhatsApp, and Telegram are visible. A large banner with the text "Your Ad Here" is placed above the main image. The main image shows a building at night with a sign that reads "SATAMATALO HAMNHUSET". A tall flagpole with two blue flags is in the foreground. Below the image is a caption: "Gusting winds during a storm in Helsinki. Archive picture: Tony Öhberg for Finland Today." To the right of the article is a sidebar with a "TRENDING" section listing several articles with their dates.

FINLAND TODAY

NEWS + SUBSCRIBE +

Home News

STORM AKU CUTS POWER TO THOUSANDS DURING THE NIGHT

Tony Öhberg 01/08/2018 News, Weather

f t e w

Your Ad Here

Gusting winds during a storm in Helsinki. Archive picture: Tony Öhberg for Finland Today.

A winter storm called "Aku" run amok in Finland during Sunday night. At midnight, 7,300 households were without electricity.

TRENDING

- A Night at the Helsinki Airport
posted on January 12, 2018
- Every Fifth Cleaner Has an Immigrant Background
posted on January 13, 2018
- Winners and Losers with the New Western Metro
posted on January 15, 2018
- 'All the Money in the World' Film Review: Plummer's Cold Performance Makes the Viewer Sweat
posted on January 12, 2018

A leaderboard of 728x90 pixels placed on top of a post.

1.2 Special adverts

Additional discounts are available for planned strategies. We could also provide a unique, full-page ad with a clickable background. This can be placed on our front page.

2. Native Advertising (Marked as Sponsored Content)

You could send us a written article that endorses your products or services. The article can include links.

Should you so wish, we could also tailor an article about your product or service.

We can also include promotional callouts that are placed in highly viewable locations on our front page. The excerpt of your article (callout) is shown on the front page to drive brand awareness and attract more readers.

3. Social media marketing

As of beginning of 2018, we have about 11,000 fans on Facebook. The number keeps growing steadily.

We offer you sponsored social posts.

We can also advertise your event on our Facebook page.

4. Database marketing

We can include your ads in our unique newsletter.

5. Contact

For more information and pricing, please call us at **(09) 2316 3820**.

Or contact advertising@finlandtoday.fi.