

Kärkimedia 2023

WHEN YOU HAVE SOMETHING TO TELL,
WE HAVE AN AUDIENCE FOR YOU!

Kärkimedia covers whole Finland

34 Newspapers

34 News Sites

34 Mobile News Sites

- Kärkimedia is a unique sales and marketing organisation founded in 1995.
- Easy ordering, material delivery and invoicing through one channel only.



Kärkimedia covers whole Finland

- Select at least **3 newspapers** from two different marketing regions for your campaign.
- You must choose the newspapers to be included in the campaign, as well as the publication date, advertisement size and product. It is possible to choose different publication dates, advertisement sizes and/or products for different newspapers.
- The material can be adapted for each newspaper and we offer a free translation service for advertising in our Swedish-language newspapers



Kärkimedia has a front-row view of the Finnish media market

Owned by
Finnish media
houses

Trusted by
marketing
professionals
from all
industries

Backed by
comprehensive
research

Kärkimedia represents and is owned by the following media corporations:

Sanoma Keski-suomalainen TS-Konserni Kaleva Ilkka Hilla Group HSS-media KSF-media Marva Media

3.7

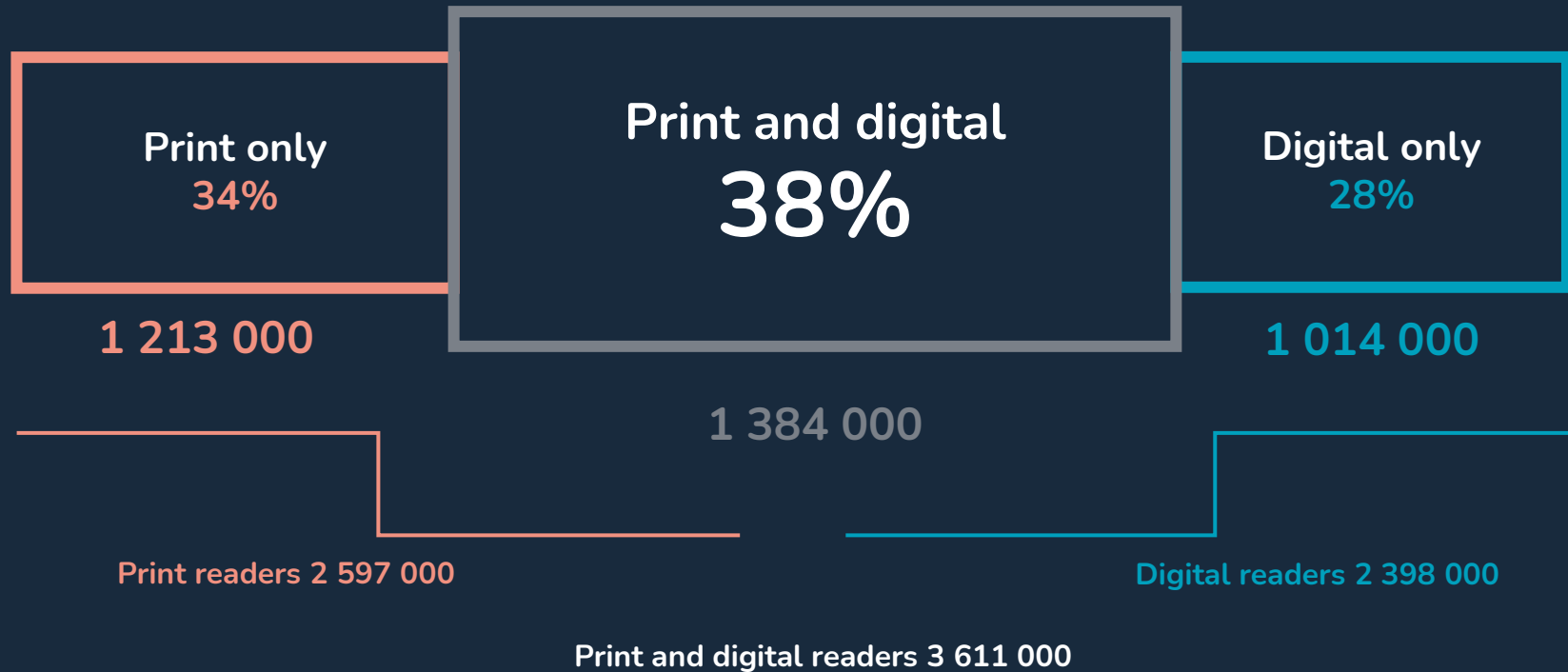
**million Finns
per week**
total weekly coverage

2.6 million

Weekly coverage (print media)

2.4 million

Weekly coverage (digital media)



Kärkimedia reaches in all channels

Multi-channel

Automatically multi-channel products

Multi-channel products bought separately



Print

Fixed-date products

Floating products

Supplements

Brand package

Native



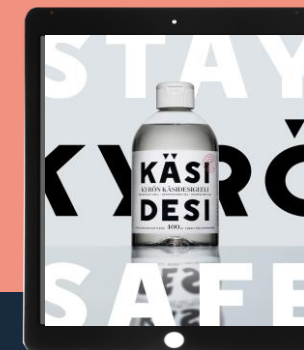
Digital

Display

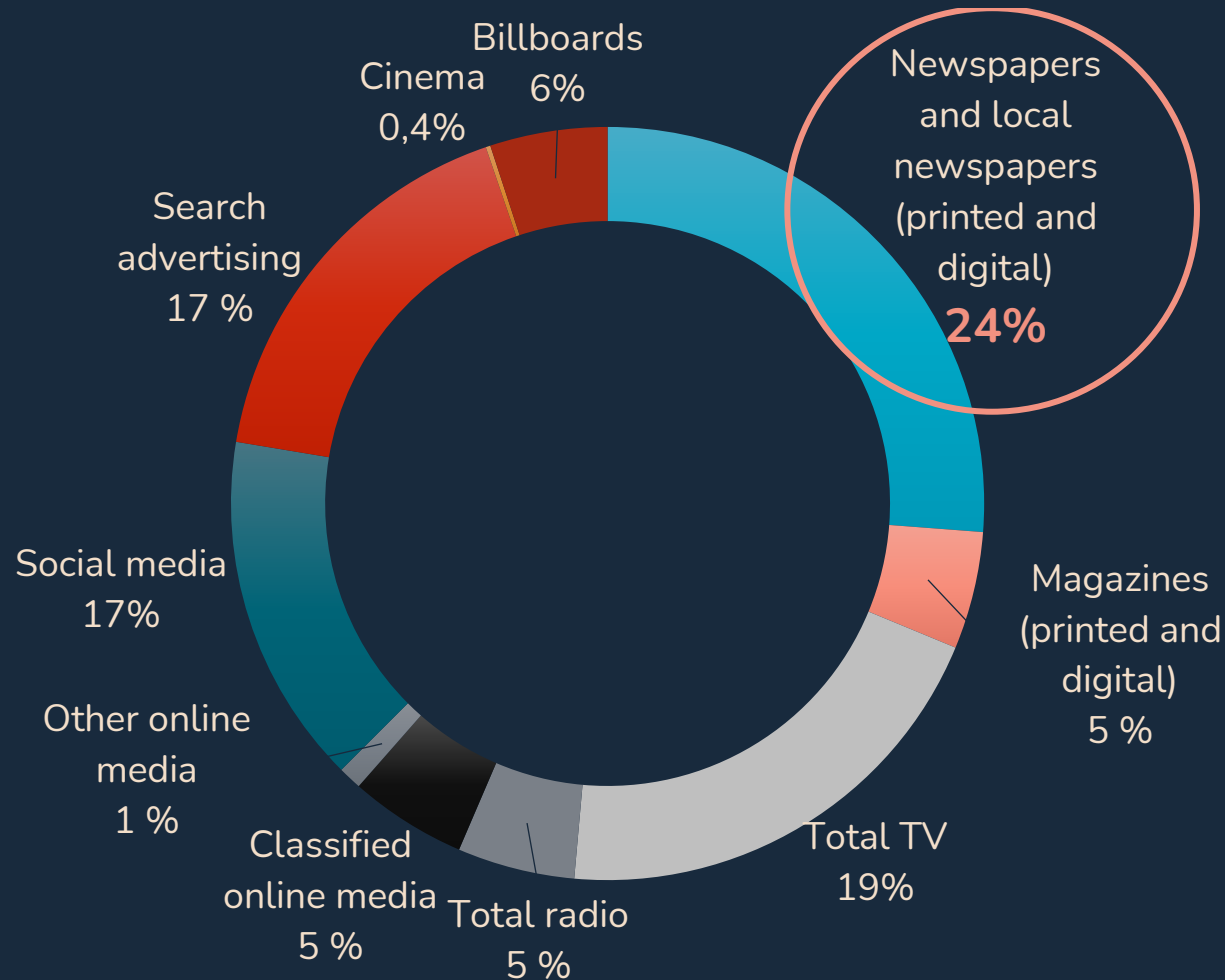
Programmatic buying

Digital edition

Native



Newspapers is the biggest media in Finland



Media advertising quantity in 2022:
Media group percentages
Kantar, IAB. The figures are based on
Kantar's monthly media advertising
monitoring as well as the quantity of
social media and search advertisements
collected by IAB Finland.



A changing media market



CHANGES IN
CONSUMERS'
MEDIA USE



MULTI-CHANNEL
SOLUTIONS
AND ROLES OF
DIFFERENT
MEDIA



MEASURING
THE
EFFECTIVENESS
OF MEDIA
ADVERTISING
(effect
vs price)



CHANGES IN
CONSUMERS'
MEDIA USE

How has consumers' media use changed in recent times?

How are newspaper publishers reacting to the changing needs of consumers?

How does this affect advertisers and productisation?



MULTI-CHANNEL
SOLUTIONS
AND ROLES OF
DIFFERENT
MEDIA

Digital editions reach **younger** target audiences and supplement the profile of the print editions.

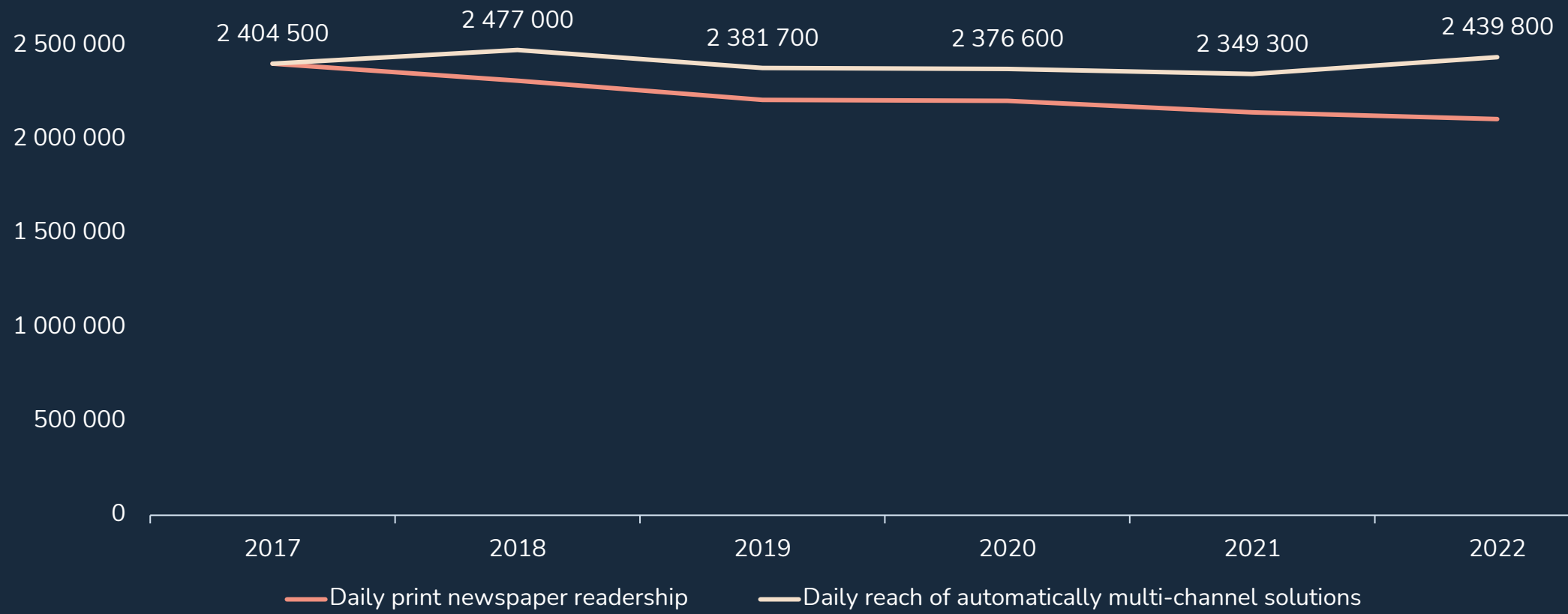
Multi-channel solutions reach consumers in different situations and settings **throughout the day**.

Consumers read both print and digital editions, and digital editions in particular are read on several occasions during the day, resulting in **repeated exposure to advertising**.

Different channels have **different roles**, and this is worth taking into account in the creative planning of advertising campaigns.

64% of digital-edition readers have a subscription for print+digital or digital only – consumers **pay** for their content, and it is valued.

Kärkimedia's reach has grown





MEASURING
THE
EFFECTIVENESS
OF MEDIA
ADVERTISING
(effect
vs price)

Many international studies clearly show the growing importance and effectiveness of news media

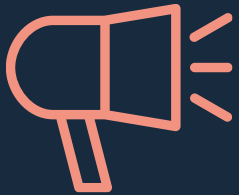
Kärkimedia has invested significantly in measuring media advertising effectiveness

Finland's most effective media network for display advertising

Kärkimedia's display advertising has a recall rate of 61.4%.

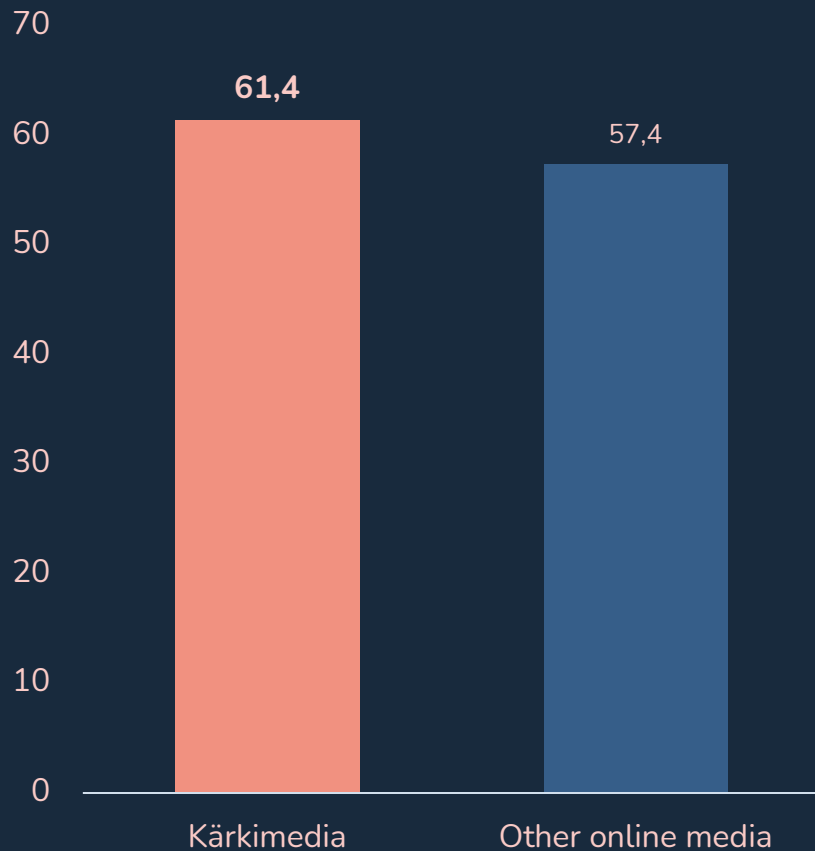
Advertisements are remembered better than those published on other websites, especially in a longer term.

7% more
advertisements
seen and
recalled out of
the same
number
displayed



Kärkimedia's media offer advertisers higher recall rates and memorability than comparable websites of other media.

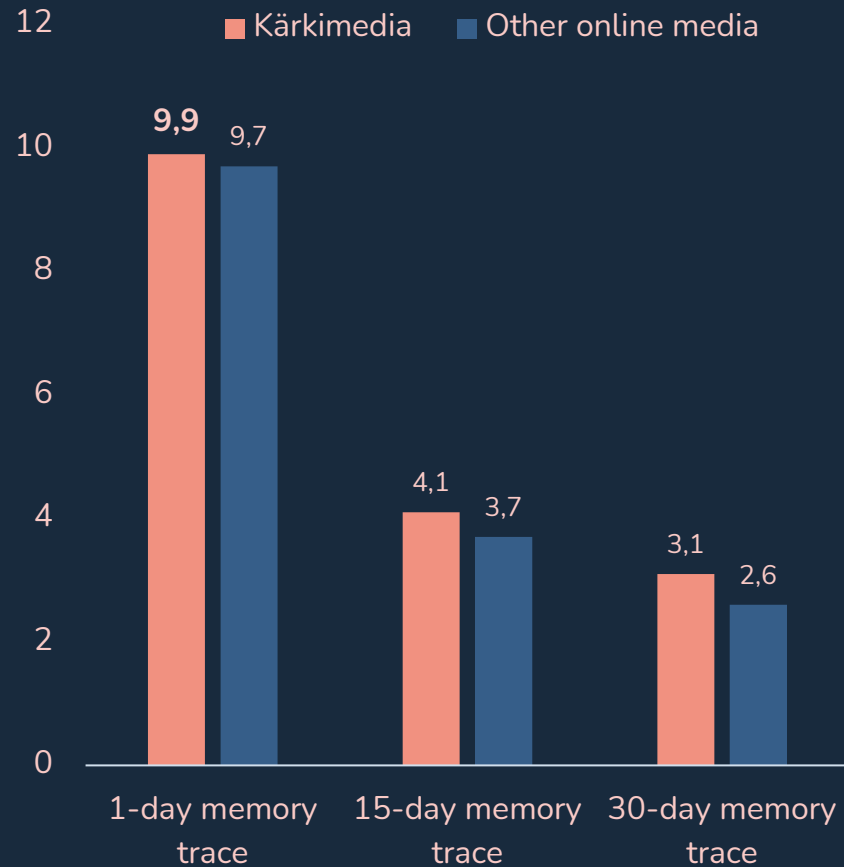
Kärkimedia provides advertisers with a better ad recall than other online media in the comparison



The ad recall of Kärkimedia's display advertising is 61.4%.

Kärkimedia average ad recall is 7% better in comparison to other online medias

Longer memory trace for display advertisements



Kärkimedia's media make advertisers' advertisements more memorable than other media websites in the comparison.

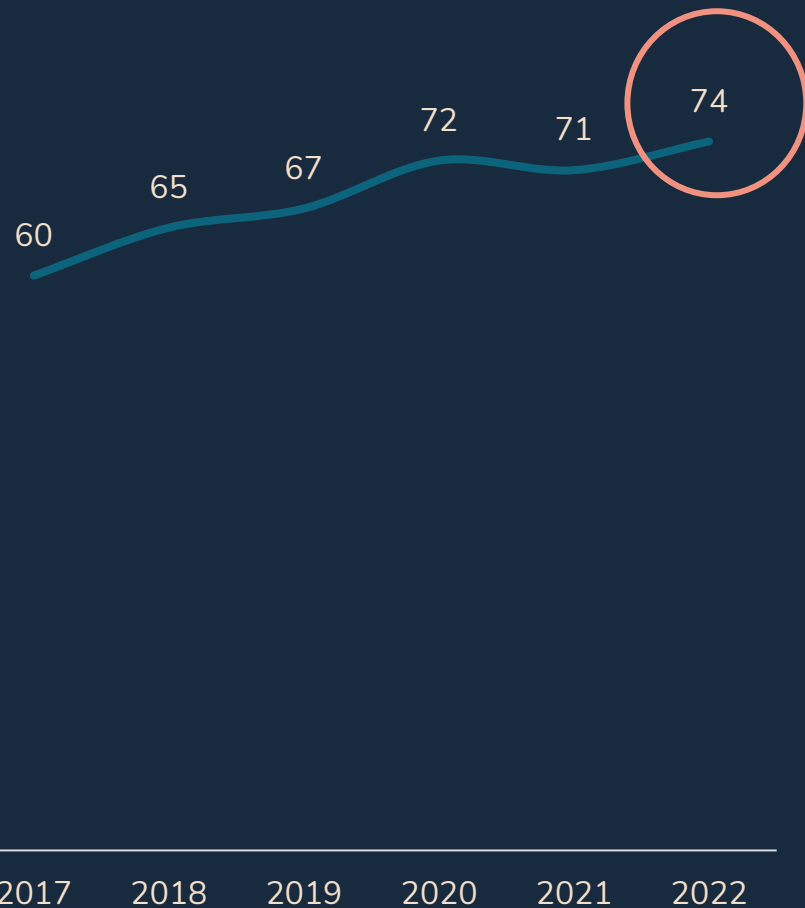
The advertisement has a better memory trace. Especially over a longer period of time, the 30-day memory trace is 19% higher than on other websites.

Having the eyes focused for 3,000 ms leaves a 1-day memory trace; having the eyes focused for 6,500 ms leaves a 15-day memory trace; and having the eyes focused for 8,500 ms leaves a 30-day memory trace.



Effectiveness of newspaper
media is growing

The ad recall of advertisements in newspapers is increasing



Newspaper contents are carefully read, on average for 43 minutes per day.

The ad recall of printed advertisements has increased by over 20% in the last five years.

62% of newspaper readers who spotted an advertisement took a closer look at it.

Advertisements with the best ad recall in print during 2022

94%

86%

85%

88%

86%

Keskiviikkona 20.4.2022 Perustettu vuonna 1881

AAMULEHTI

Laatikoilla kasvanut

Meillä kaikilla on kutsukempele, ja jokainen on lupa seurata esilläni. Me Suomalaisella seuramme päällään ruoan, ja se ei voi kertyä silmiin, etäänä ei ole paraa. Niin me olemme syöneet Vappu, Aina ja Marja, jolloin olemme kutsuneet meitä kutsuneet meidän kutsuneita vauhtia. Luo meidän laatikoilla kutsuneiden taitot ne olemme aamulehti.fi

Äitien tekemää ruokaa vuodesta 1957

Hullut Päivät Galna Dagar 28.9.-5.10. hullutpaivat.com

VIELÄ EHDIT HULLUTELLA!

Hullut Päivät aina keskiviikkoon asti! Nämä tuotteet tulevat myyntiin tavarataloissa ja hullutpaivat.com lauantaina 130. kio.ä.

Wanhatuikka 29,90	Bella-Bell Joulukukka 29,90	100% W. Joulukukka 99,-
Uusi suklaa- ja suklaa-juusto 49,90	Maailman Vainari 19,90	Nuolikaava suklaa-juusto 39,90
Maailman Vainari 34,90	Maailman Vainari 39,90	Maailman Vainari 39,90

Käikki tuotteet hullutpaivat.com

STOCKMANN

ETSÄ TIEDÄ KUKA MÄ OON?!

TIESIMME TAI EMME, Ensi vuonna kuponkipelien, kuten Loton, ostaminen edellyttää tunnistautumista.

Ei sinun tule rekisteröityä, jos haluat jatkossa pelata kuponkipeliä. Tunnistautumalla voitostsi pysyvät tallessa, vaikka pelittätko katoasti.

Rekisteröityminen on helppoa **vaivastona!** Verkkopankkitunnuksilla esioitettuna verkkosivustollamme **VAIVASTONA!** kuvallisella henkilöystävällisellä Veikkauksen pelisivustolla, kuten Peliautomaatissa. Lisäksi tarvittavat henkilötiedot saat pankkitunnuksistasi.

Auramme rekisteröitymisessä Veikkauksen palvelussa ja asiakaspalvelussa 0200 55000 (pvm/rym).

Apua pelaamisen hallintaan pelaamalla **POTIEN PELAAMINEN ILMOI PUOLELLA!**

VEIKKAUS

PERUSTETTU VUONNA 1889

HELSINGIN SANOMAT

Keskiviikkona 9. helmikuuta 2022 Vähä E. No 30 (44M) Kustannus 180 € (sisält. tilata) alv. 147 € (alv. 14%) (jälkeen tilauks.) 64 sivua

Oletko Hedvig Nyströmin sukua?

Apteekki Juhani Juhani Säästöpankin 200 vuotta sitten. Hänen vaimonsa eläkkeensä oli pika Hedvig Nyström, joka talutti pankkikielisiä ruppeja. Juhani halusi mahdollistaa myös työttömille ja väkivaltavaltuutetuille vaurautta ja eläkeläisille.

Säästöpankki

Keskiviikkona 25.5.2022 Perustettu vuonna 1881

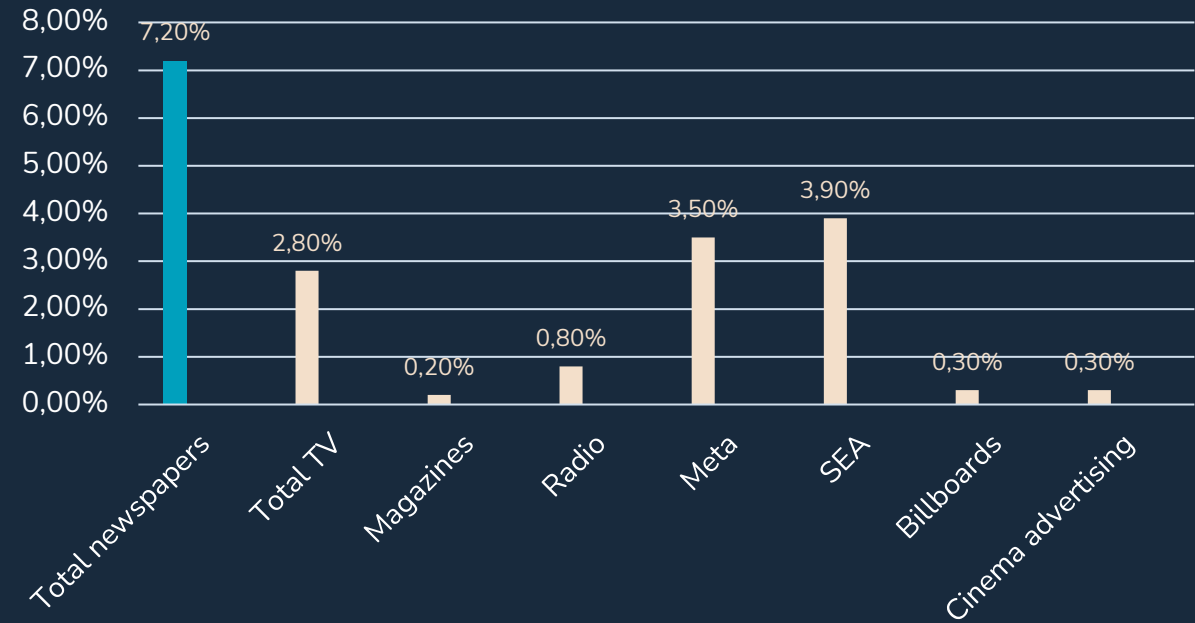
AAMULEHTI

Olemme matkalla

Yhteisellä matkalla vr.fi

The total newspaper advertising resulted in the most additional sales in 2018–2022

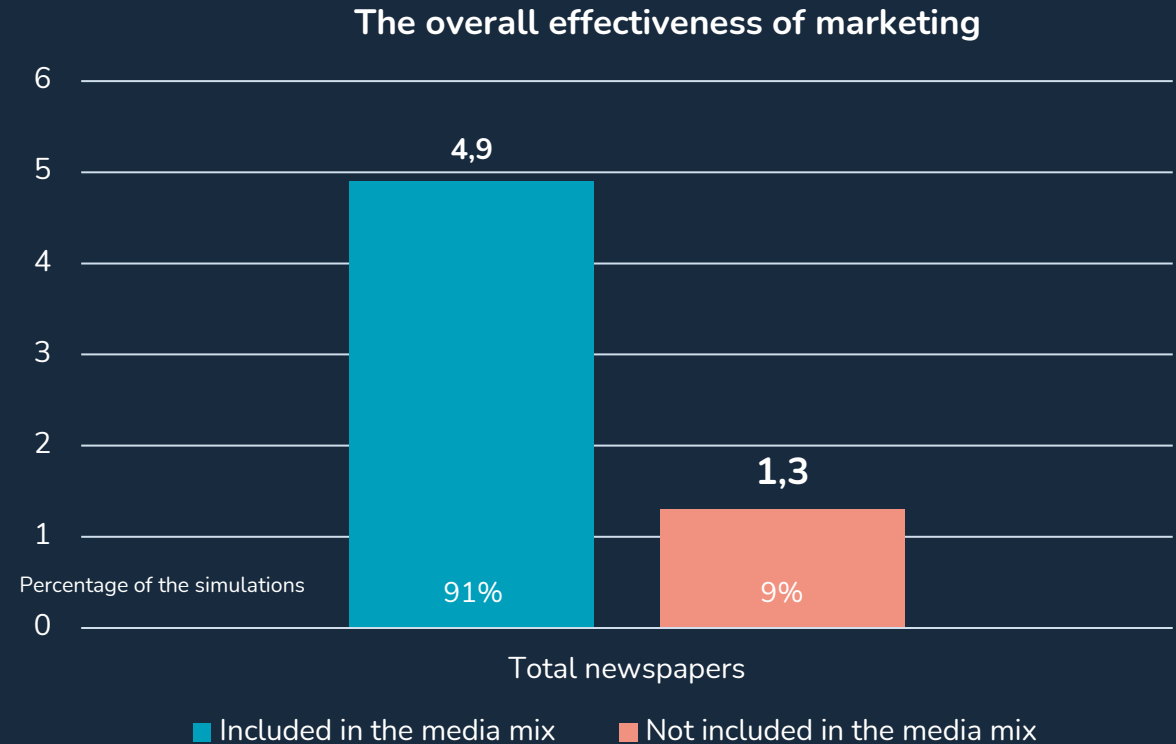
The percentage of additional sales resulting from marketing in 2018–2022



20.9%

The average percentage of the additional sales resulting from marketing in relation to total sales in 2018–2022

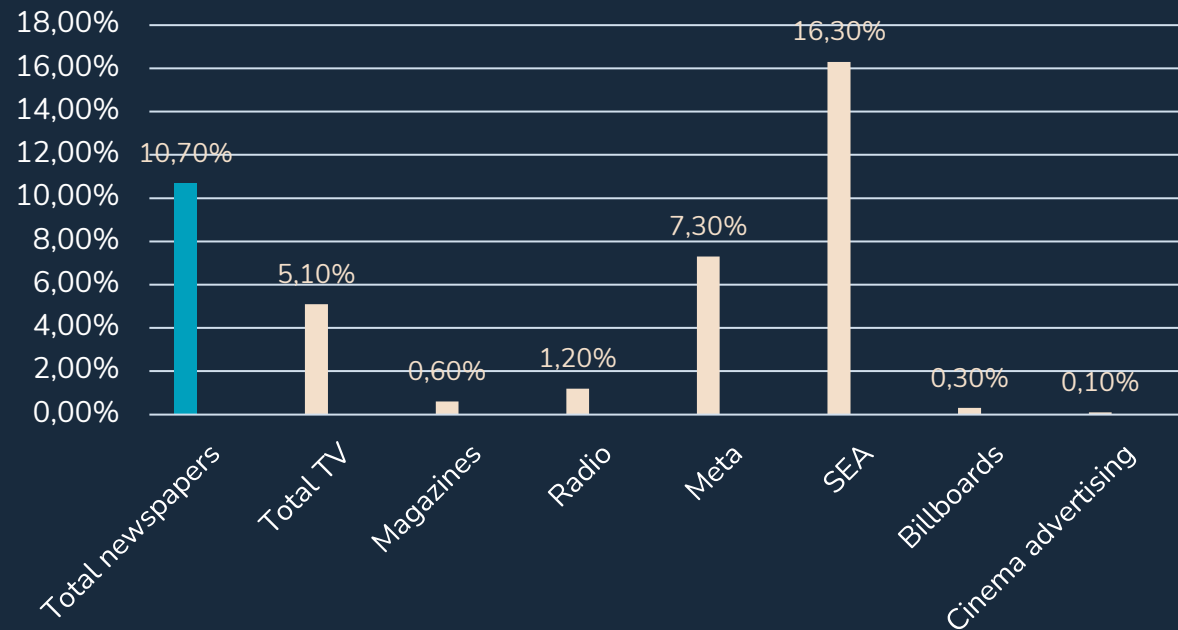
The overall effectiveness of marketing is higher when the total newspaper advertising is included in the media mix



Average marketing ROMI

The total newspaper advertising has resulted in the second highest volume of network traffic after SEA.

The percentage of network traffic resulting from marketing



40%

The total average percentage of network traffic resulting from marketing

Total newspaper advertising has generated more additional sales than any other form of advertising in recent years

ROMI of total newspaper advertising has been growing in recent years

ROMI of total newspaper advertising was above average throughout 2018–2022

Overall effectiveness of advertising is better when total newspaper advertising is included in the media mix

Total newspaper advertising generated more additional sales than any other form of advertising in 2018–2022

Total newspaper advertising directs consumers to websites more often than other media (excl. SEA)

Case Academic Bookstore

The Christmas campaign with Kärkimedia increased the number of visitors!

The campaign as a whole: an insert, 1/2 page in print, and a cross-screen box package in digital.

“ The goal of our Christmas campaign was to reach book lovers and increase our Christmas sales by directing customers to purchase books in our stores or online store.

Our Christmas campaign was a great success, and the number of visitors during the campaign period in November and December increased in nearly all of our stores.

For example, the visitor index of the Book House in Helsinki was 119%. We did not use any media other than Kärkimedia.

Newspaper is an important and reliable medium, which enables us to reach our target group comprehensively and efficiently.”



Marjo Tuomikoski
Marketing Director
Academic Bookstore

Kärkimedia

Effectiveness of newspaper media has improved in recent years



Media use has increased and become more varied › Importance of multi-channel solutions has grown



Recall for print editions has improved



Recall for digital editions is significantly better than in other online media



Quality and trustworthiness of the media environment guarantees the effectiveness of advertising

Why Kärkimedia?

Get all of your nationwide and regional newspaper media solutions in one place.

Benefit from automated purchasing and material submission for all Kärkimedia's newspapers and digital platforms.

Reduce costs by concentrating your purchases with Kärkimedia.

Measure and analyse the overall effectiveness of your campaigns.



SUCCESSFUL ADVERTISERS TRUST KÄRKIMEDIA