



BLACK MONTH 2025

November is even blacker than black this year and our online stores are full of the hottest deals of the year all month long. **Come along and let's make this the Black Month of all time together, contact your product manager!**

**BLACK MONTH 28.10.-1.12. - THE WHOLE MONTH
BLACKER THAN BLACK!**

Get involved with the hottest campaign of the year.

SINGLES DAY
4.11.-11.11.2025
(terms of purchase 4.11.-13.11.)

BLACK WEEK PRE-PARTY 12.11.-19.11.
(terms of purchase 12.11.-21.11.)

BLACK WEEK
20.11.-1.12.2025
(terms of purchase 20.11.-3.12.)

Choose the most suitable visibility for your brand and budget or tell us your budget and we will design an affordable offer package just for your brand!
Contact your product manager or tuotpaallikot@bhgggroup.fi

MARKETING PACKAGES BLACK MONTH 28.10.-1.12.

This year BHG's online stores offer previously unseen marketing packages, with which you can get effective visibility for your brand in the right place at the right time. Get involved in our Black Month marketing with affordable packages and make sure that your products will be at the top for the whole month!

LIMITED QUANTATY- ONLY 3 AVAILABLE!

 **netrauta.fi**

BLACK MONTH -SUPERPACKAGE

9900€ ~~21500€~~

With the Black Month -package you ensure the best visibility for the whole month!

Includes visibility for the entire **BLACK MONTH (28.10.-1.12.)**:

- sponsored partner spot on Singles Day, Black Month, Black Friday and for Cyber Monday campaign pages
- sponsored product spot for selected category (2 pcs.)
- sponsored category visibility for selected category
- appearances in Helsingin Sanomat's 4-page newspaper attachments on 7.11. and 28.11.

 **netrauta.fi**

&

 **taloon.com**

SINGLES WEEK -package

3900€ ~~6700€~~

Includes visibility for the entire **SINGLES WEEK (4.-11.11.)**:

- sponsored partner spot on campaign page
- sponsored product spot for selected category (2 pcs.)
- sponsored category visibility for selected category
- appearances in Helsingin Sanomat's 4-page newspaper attachments on 7.11.

BLACK WEEK -package

5790€ ~~9600€~~

Includes visibility for the entire **BLACK WEEK (20.11.-1.12.)**:

- sponsored partner spot on Black Friday campaign page
- sponsored product spot for selected category (2 pcs.)
- sponsored category visibility for selected category

LIMITED QUANTATY- ONLY 3 PER STORE!

BLACK FRIDAY -package

2150€ ~~3500€~~

Includes visibility for the entire **BLACK FRIDAY (28.11.)**:

- sponsored partner spot on Black Friday campaign page
- sponsored product spot for selected category (2 pcs.)
- sponsored category visibility for selected category

CYBER MONDAY -package

1890€ ~~3100€~~

Includes visibility for the entire **CYBER MONDAY (1.12.)**:

- sponsored partner spot on Cyber Monday campaign page
- sponsored product spot for selected category (2 pcs.)
- sponsored category visibility for selected category

MARKETING PRICE LIST

BLACK MONTH 28.10.-1.12.

You can also choose individual spots for your products and your brand and combine them into a package specifically for the time spots you want together with your product manager. **Please book your places soon to ensure your visibility - only a limited number of spots available.**

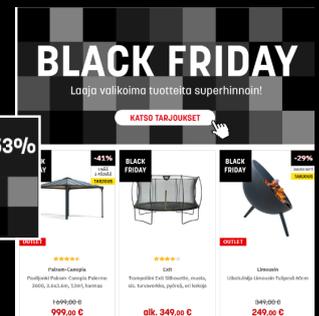
WEB BOOSTING

We put your product and your offer on top, e.g. on the campaign page or in the main category.

Singles Week (4.-11.11.)	500€
Black Week Pre-party (12.-19.11.)	1000€
Black Week (20.11.-1.12.)	1400€
BLACK FRIDAY (28.11.)	400€
CYBER MONDAY (1.12.)	350€



Examples of Web Boosting. Your product may appear for example, as a campaign page lift or on the front page in a suitable place or in a category.



PARTNER SPOT

Showy product carousel or banner for your top offers on the campaign page.

Singles Week 4.-11.11.)	500€*
Singles DAY (11.11.)	800€
Black Week Pre-party (in periods, 12.-13.11., 14-17.11 or 18.-19.11.)	800€
Black Week (20.11.-30.11., ei 28.11.)	600€*



Examples of partner spot. Your product can appear, for example, only in the product carousel reserved for your brand or in a banner purchase that displays one product.

BLACK FRIDAY (28.11.):	
- day visibility from 8 am to 6 pm	1100€
- Prime Time -visibility from 6 pm to 12 am	1800€

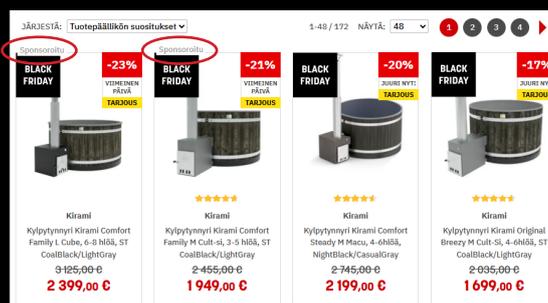
CYBER MONDAY (1.12.):	
- day visibility from 8 am to 6 pm	900€
- Prime Time -visibility from 6 pm to 12 am	1500€

* Price per day.

SPONSORED PRODUCT

Your product in the best position in the selected category, straight to the top of the product list.

Singles Week (4.-11.11.)	500€
Black Week Pre-party (12.-19.11.)	1000€
Black Week (20.11.-1.12.):	1400€
BLACK FRIDAY (28.11.):	500€
CYBER MONDAY (1.12.):	350€



MARKETING PRICE LIST

BLACK MONTH 28.10.-1.12.

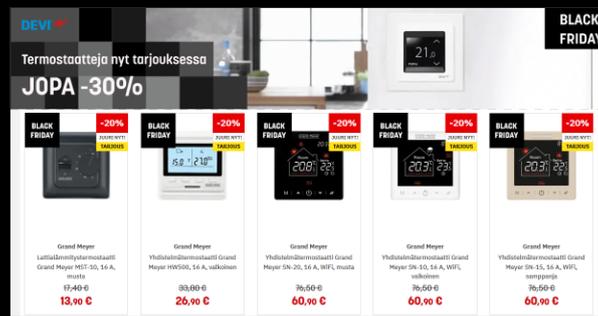
You can also choose individual spots for your products and your brand and combine them into a package specifically for the time spots you want together with your product manager. Please book your places soon to ensure your visibility - only a limited number of spots available.

FRONT PAGE SPOT

A spectacular boost for your top deals to the front page of the selected online store.

Singles Week (4.-11.11.)	600€*
Singles Day (11.11.)	1200€
Black Week Pre-party (12.-19.11.)	600€*
Black Week (20.11.-30.11., ei 28.11.)	900€*
BLACK FRIDAY (28.11.)	1700€
CYBER MONDAY (1.12.)	1200€

* Price per day



HELSINGIN SANOMAT NEWSPAPER ATTACHMENT & POPULAR TAMMISTO EVENT

Product spot in the Helsingin Sanomat Singels Day -attachment 7.11.	900€
Product spot in the Helsingin Sanomat Singels Day -attachment 7.11. + event	1100€
Product spot in the Helsingin Sanomat Black Friday -attachment 28.11.	900€
Product spot in the Helsingin Sanomat Black Friday -attachment 28.11. + event	1100€

FRONT PAGE SUPERSPOT

The daily offer is visible during peak days, either on Black Friday 28.11. or Cyber Monday 1.12.

BLACK FRIDAY (28.11.):	4600€
CYBER MONDAY (1.12.):	3600€



The offer is displayed all day at the top of the front page and the campaign page. NOTE! Places are limited! (3 per day)

PAID SOCIAL MEDIA

Do you want to be seen on social media during the world's most shopped day? We provide you with an existing audience that are geared toward all thing's hardware and home improvement. Join us in a paid social media campaign during the ENTIRE Black Month.

Whole Black Month:	7000€
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NOTE! Only 1 available per store

