



netrauta.fi



taloon.com

# MEDIA SOLUTIONS 2026

Visibility in Byghemma Finland's online store and external marketing has been researched and proven to be the right place for:

- Generating immediate sales
- Making it on to the consideration list or even as a top of mind brand for future acquisitions.

Bygghemma Media offers a wide range of tools to maximize visibility in every purchase path for free.

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 [tuotepaallikot@bygghemma.fi](mailto:tuotepaallikot@bygghemma.fi)

# OFFLINE PLACEMENTS

Bygghemma effectively implements O2O - online to offline marketing. With a smaller budget, the best combination of advertising is often a mix of e-commerce campaigning, Google, print, TV and social media. The path to success includes combinations of many different media. A wise marketer combines both new and old.

## PRINT

A 4-page attachment in Finlands largest-printed newspaper. Published 6 times a year, in connection to Showroom events

1/12 of a page	800€
1/2 of a page	3500€
1 full page	5500€



**Readers of the printed newspaper:** 628,000 / day. When the readers of the digital magazine are included, the number rises to 780,000 | **Total circulation:** 334,997 | **Total reach:** 1.7 million

## TV AD

Shown on different channels plus corresponding streaming service 11 times a year. Price includes everything from production to ad space costs. Prices per month:

January to November (4weeks) 10 000€



**Estimated monthly reach:** 5 000 000 - 6 000 000 | **Target group:** 25-64 year old renovators and builders in Finland | **Visibility:** MTV3, MTV Sub, Ava, STAR Channel, National Geographic and Katsomo streaming service

## SHOWROOM VISIBILITY AND EVENTS

We hold various store events during the year at our Showroom. In store visibility during the events is important. If you, our supplier, are there - the customers are more likely to buy your product.

**Helsingin Sanomat -attachment + event 1100€**

Our Showroom also has an 10 m<sup>2</sup> screen on the outer wall in the middle of one of Finland's busiest shopping areas. Advertise your brand and products here and be sure to be seen!

**Display advertisement 800€ / per month**

You are also able to have your own display in the showroom, for availability and pricing please contact your product manager!

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## CAMPAIN PAGE

With a placement on a campaign page, you get considerable visibility for your brand and products. During the campaign, visitors are directed to the campaign page from several different channels. During the campaign, the website has visitors who are interested specifically in your products.

Campaign page visibility **1000€/per store**



## NEWSLETTER PLACEMENT

Let us know in which newsletter you want one or more banner spots and how many product places you want in the letter. We will prepare everything and send the newsletter to approx. 70,000 active customers. The most affordable way to reach tens of thousands of people!

Main banner	<b>1500€</b>
Additional banner	<b>750€</b>
Product spot	<b>250€</b>



## PAID SOCIAL MEDIA

Facebook and Instagram advertising is still one of the most effective digital marketing tools. The tactical social media campaign provides wide visibility and arouses customers' interest in the advertised brand and products in a very cost-effective way.

Social media campaign **1000-3000€**  
+500€ activation cost



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## FRONT PAGE VISIBILITY

A spectacular boost for your top deals to the front page of the selected online store. The front page is numerically the most visited page of online stores. On the front page of Netrauta and Taloon.com, each shop has approx. 75,000 visitors

Front page lift (14 days) **2500€**



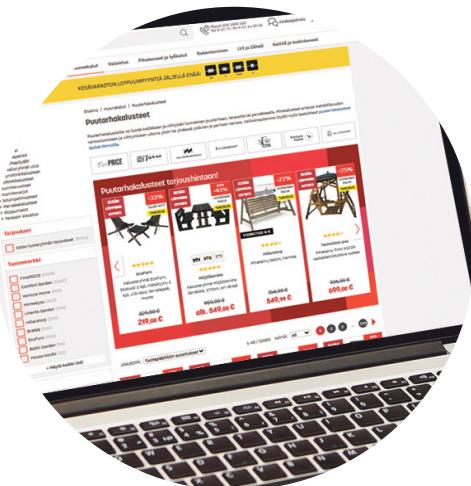
## MAIN CATEGORY & CATEGORY VISIBILITY

Get your product and campaign to the top of the product list! Visibility can be targeted very precisely to a specific product group and your products will be the first to be displayed to a customer looking for products from that product group.

Category visibility (14 days) **500-2500€\***

Maincategory visibility (14 days) **1500€**

\*Price varies based on selected category, contact your product manager for an exact price.



## SPONSORED PRODUCT

Ensure your visibility where interested customers are already - with a sponsored product you get an advantage in your product's category. The sponsored product comes up first in the listing before other product promotions or banners, so its attention value on the pages is the highest.



Sponsored product (14 days) **1000-2000€**

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## DIGITAL SHOWROOM

A digital showroom convinces the customer - You achieve a better search engine ranking and customer experience. We dig deep into the brand and through keyword research and linking, we optimize the brand's own page for the search engine.

Digital showroom **2500€/per year**



## PRODUCT LAUNCH

Let us plan and implement the launch of your product for you - on a turnkey basis. We write a script and tell you what new ways we have for launching a product or service. Even small measures can have a big impact.

Product launch **from 5000€ /store**



## ARTICLE

People consume content longer than ads. The content article is permanent marketing and it achieves high visibility and long-term reach. Let's create interesting content for our customers together!

Article (no boosted advertising)	<b>3000€</b>
Article (boosted advertising)*	<b>4500€</b>

\*Includes frontpage, newsletter and social media visibility for the article.

