



2025

# MEDIA INFORMATION

FOR EFFECTIVE ADVERTISING SOLUTIONS



# MTV Video Premium, targeting price list 2025

TARGETING	6 sec	10 sec	15 sec	20 sec	25 sec	30 sec	35 sec	40 sec
ROS	14	28	39.2	44.8	50.4	56	67.2	72.8
Global Data Resources +10 %	15.4	30.8	43.1	49.3	55.4	61.6	73.9	80.1
Demographic targeting +20 %	16.8	33.6	47	53.8	60.5	67.2	80.6	87.4
Demographic targeting the young 15–24 yrs -20 %	11.2	22.4	31.4	35.8	40.3	44.8	53.8	58.2
MTV - Bisnode data +20 %	16.8	33.6	47	53.8	60.5	67.2	80.6	87.4
Regional targeting +20 %	16.8	33.6	47	53.8	60.5	67.2	80.6	87.4
Regional targeting – city / city district +25 %	17.5	35	49	56	63	70	84	91
CTV (and other devices targeting) +20 %	16.8	33.6	47.0	53.8	60.5	67.2	80.6	87.4
Contextual targeting +20 %	16.8	33.6	47	53.8	60.5	67.2	80.6	87.4
MTV - Bisnode data BtoB, CPM +30 %	18.2	36.4	51	58.2	65.5	72.8	87.4	94.6

# MTV Video Reach, MTV Uutiset Short, MTV Video Premium Pause Ad and MTV Pause Ad, targeting price list 2025

## MTV Video Reach

TARGETING	6 sec	10 sec	15 sec	20 sec
ROS	12.5	25	35	40
Contextual +10 %	13.8	27.5	38.5	44.0
Geo targeting (IP) +10 %	13.8	27.5	38.5	44.0

## MTV Uutiset Short

TARGETING	6 sec	10 sec	15 sec	20 sec
ROS	9	15	21	24
Geo targeting (IP) +10 %	9.9	16.5	23.1	26.4

## MTV Video Premium Pause Ad and MTV Pause Ad

TARGETING	MTV Video premium pause Ad	MTV Pause Ad
	€ / CPM	€ / CPM
ROS	30	25
Geo targeting (IP) +10 %	-	27,5
Global Data Resources +10 %	33	-
Demographic +20 %	36	-
Demographic the young 15–24 yrs. -20 %	24	-
MTV - Bisnode data +20 %	36	-
Regional targeting +20 %	36	-
Regional targeting – city / city district +25 %	37.5	-
CTV (and other device targeting)) +20 %	36	-
MTV - Bisnode data BtoB, CPM +30 %	39	-

## Digital products

# Display advertising

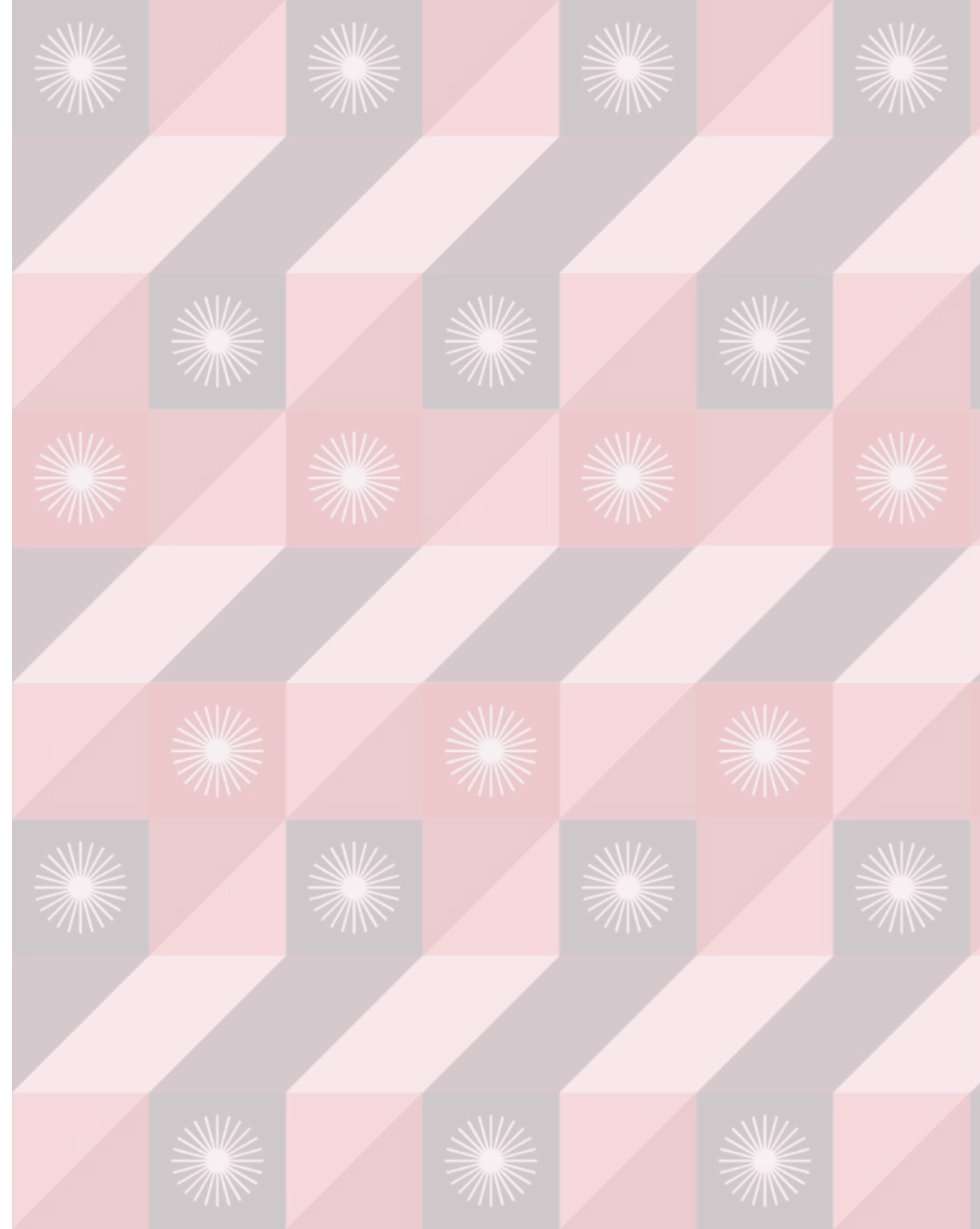
MTV offers diverse solutions for display advertising. MTV's display inventory consists of the MTVuutiset.fi website and the MTV Uutiset app.

Advertisers only pay for viewable impressions. An inscreen/viewable ad impression complies with IAB Finland standards: at least 50% of the banner is on the user's browser for at least one second.

Large ad formats are an exception because they cover a large portion of the browser's area due to their size. According to the definition, no less than 30% of the full size of large ad formats must be visible for at least one second. According to IAB Finland's definition, the size of a large ad format is no less than 242,500 pixels (applies to sizes 980x400px/980x552px/468x600px/620x891px).

File types for display ads are .gif, .jpeg, .png, and HTML5.

The price index for the whole year is 100.



# MTVuutiset.fi display, price list 2025



See live examples of ad placements and size options [here](#)

CPMv = price per thousand viewable impressions

PRODUCT	AD SIZES	CPMv EUR	DEMOGRAPHICS EUR CPMv +20 %*	CONTEXTUAL TARGETING EUR CPM +20%	REGIONAL TARGETING (IP ADDRESS) EUR CPMv +10 %
Cross-device: GIANT PANORAMA	980x400 300x300	21	25,2	25,2	23,1
Cross-device: MEGA PANORAMA	980x552 300x600	22	26,4	26,4	24,2
Cross-device: FULL PAGE	620x891 300x600	21	25,2	25,2	23,1
Cross-device: MEGA RECTANGLE	468x600 300x600	18	21,6	21,6	19,8
Cross-device: GIANT RECTANGLE	468x400 300x300	8	9,6	9,6	8,8
Mobiili: ADNAMI Midscroll, Elevator scroll, Double midscroll, Reel Expander		19,8	23,8	23,8	21,8
Mobiili: ADNAMI Topscroll		18,7	22,4	22,4	20,6
Desktop: GIANT PANORAMA or MEGA PANORAMA	980x400 / 980x552 and wallpaper	31	37,2	37,2	34,1
Desktop: ADNAMI SKIN FORMATS: Fluid, Pushdown, Seamless, Sliding		34,1	40,9	40,9	37,5

Additional price for video banner +10% (excl. Adnami formats).

\* Some special targeting CPMv +30%, e.g. B2B decision makers and purchase intent

## Digital products

# Outstream video advertising

MTV Uutiset Artikkelivideo and MTV Uutiset Vertikaalivideo are visible in the article content of MTVuutiset.fi and most of the inventory is browser-based mobile and tablets.

The maximum duration of a video ad is 120 seconds, but we recommend using shorter ones for maximum interest and impact. Since the video starts muted, we recommend using subtitles. Impressions are counted from the start of the video ad.

The price index for the whole year is 100.

**Article video 9:16** is a device-independent video ad format in which a muted video starts automatically when a user browses by the ad. The user can unmute the sounds at will.

**Vertical video 9:16** is a vertical mobile video ad format which starts automatically muted. The user can unmute the sounds at will. Most mobile consumption occurs when holding the phone vertically, and this ad format utilizes the whole screen of a mobile device.

MTV UUTISET OUTSTREAM	
Vertical video 9:16 Article video 16:9	CPM EUR
ROS	13
Regional targeting (IP address) CPM +10 %	14,3
Demographics CPM +20 % age, age+sex, interests, families with children, income level	15,6
Contextual CPM +20 % sections or tag targeting	15,6

# Targeting options for MTVuutiset.fi display and outstream campaigns

Browser and device-independent target groups

DEMOGRAPHICS		INTERESTS		
Sex	Men / Women	For example: Food and wine, Health and wellbeing, Pets, Fashion and beauty, Outdoors, Gadgets and IT, Culture and arts, Cars and motorcycles, Traveling, Environmental friendliness		
Age	18–24 25–34 35–44 45–54 55–64 65+			
		CONTEXTUAL, BY SECTIONS	CONTEXTUAL, BY TAGS	REGIONAL TARGETING
Household income level	Less than 12,000/year 12,000–20,000/year 20,000–45,000/year 45,000–70,000/year More than 70,000/year	<ul style="list-style-type: none"> <li>• Front page</li> <li>• News and weather</li> <li>• Sports</li> <li>• Entertainment</li> <li>• Lifestyle</li> <li>• Cars</li> <li>• Digital topics</li> <li>• Makuja recipes</li> <li>• Home</li> </ul>	For example: <ul style="list-style-type: none"> <li>• Data security</li> <li>• Football</li> <li>• Ice Hockey Lions</li> <li>• Health and wellbeing</li> <li>• Recipes</li> <li>• Vegetarian food</li> </ul>	<ul style="list-style-type: none"> <li>• City</li> <li>• Region</li> </ul>
Children in household	Yes / No			



You can also inquire about interest segments according to your need

# Justtag targeting categories



Examples of categories, see full listing [here](#)

DEMOGRAPHICS	PURCHASE INTENT	INTERESTS AND ENTERTAINMENT	FAMILY AND HOME
Age Education Sex Family & marital status Life phase	Family Hobbies Home & garden Music & audio Pets Fashion Shopping Technology Games	Career Events and sights Art Food and drinks Healthy lifestyle Hobbies	Family size Household size Garden Sports
COMPANY AND HOUSEHOLD TOPICS	SPORTS AND HEALTH	TRAVELING	CAR INDUSTRY
B2B decision-makers Personal finances Real estates Career	Healthy lifestyle Hobbies and interests Sports	Purchasing a trip Generic traveling Trip destinations	Car industry Car owners Purchase intent



Justtag data segments work with both first and third party cookies, meaning they are browser and device independent!

This new technology was developed by the company Justtag Nordics, that specialize in cookie-free targeting and combining data from various sources



# Targeting options for display and outstream campaigns

## MTV's own data

Demographic data is based on logging in with MTV credentials. Interest data is based on article consumption of our visitors on various times. MTV's own data can be utilized in direct-buy campaigns and programmatic deals.

## Justtag data

The Justtag segments are browser and device independent, as they also work without third-party cookies. The segments are implemented by the company Justtag Nordics, that specialize in targeting in a cookie-free environment. MTVuutiset.fi is one of Justtag's largest data partners in Finland. Data targeting can be used for targeting in direct buying. Examples of the content of data include strong B2B and purchasing intention segments as well as segments based on hobbies and interests.

## Regional targeting

Regional targeting based on IP addresses on MTVuutiset.fi is usually done using MTV3's viewing regions, but it can also be customized to meet the customer's regional needs.

## Contextual targeting

Contextual targeting is one of the most popular options that MTV offers. MTVuutiset.fi context targeting is usually done within main categories



Front page

News and weather

Sports

Entertainment

Lifestyle

Cars

Digital topics

Home

Makuja recipes

For targeting that is more specific than the main content categories, we also offer tag targeting based on various topics. Every article gets tagged under several topics by the news desk, which we can utilize in targeting advertising for any given topic excluding the ones marked under brand safety automation (e.g. homicides, airplane accidents). We can provide tailored tag targeting taking into account every advertiser's target groups.

## Other targeting options

MTVuutiset.fi offers advertisers also these targeting options familiar from other media



Time

Day of the week

Device

Browser type

Phone brand

Operating system

retargeting

## Digital products

# Performance-based advertising – MTV Click

Performance-based advertising is tactical and has an objective, such as increasing visitor traffic on a website or boost the sales of an online store. The customer is invoiced based only on results, i.e. actual clicks. Brand safety settings in our services guarantee a safe advertising environment regardless of the purchasing method.

With an MTV Klikki campaign the remarkably wide reach of our websites is gained quickly and device-independently. By targeting locally, you can reach customers more specifically in a desired region. Contextual targeting is also possible in News, Sports, Entertainment, and Lifestyle.

There are no impression or click guarantees in performance-based advertising. Invoicing is done based on actual clicks during the campaign period. You define a maximum budget, which will not be exceeded. Campaign results are verified with MTV's advertising management system (Adform PPAS). Performance-based advertising utilizes all of MTV's display advertising placements and sites. The distribution includes mtvuutiset.fi website and applications.

When planning an  
MTV Click campaign,  
please contact  
[digitrafiikki@mtv.fi](mailto:digitrafiikki@mtv.fi)

## Digital products

# Native advertising and content marketing

Native advertising is one of the forms of content marketing. It refers to content produced from the perspective of commercial needs and that fits naturally in its publishing platform. Native advertising utilizes the methods of publishing or distribution media along with its narrative style, making the content a natural part of the media and hence making an impact on consumers.

Publication of the customer's content in a news media will also increase the credibility of the content, and included hyperlinks together with SEO improve the search engine performance of the customer's content and website. The content is distributed with a reader guarantee and an agreed number of impressions. People who read the article will be retargeted afterwards on MTVuutiset.fi..

In addition to this, also click-based CPC native promotions are available. CPC native advertising looks similar to native article promotion, and it can be used for redirecting the user either to the customer's native article or own content. CPC native promotion can be targeted to different sections of MTVuutiset.fi.

Native advertising is not hidden advertising. It must always be recognized as an advertisement. Marking the content as an advertisement is also in the customer's interest, since a company will profit from being recognized in connection with interesting, high-quality content, which creates positive associations related to the company or the brand.

Ask more about native  
advertising from your  
MTV contact person  
or  
[digitrafiikki@mtv.fi](mailto:digitrafiikki@mtv.fi)

## Specific considerations regarding native advertising

Native articles are primarily written for the readers of MTVuutiset.fi and they must comply with the laws, regulations, and good manners. A native article cannot be a ready press release, presentation of a product or company, a direct marketing material or an advertisement text. The editor in chief of MTVuutiset.fi is responsible for all of the content published on MTVuutiset.fi and has the right to decline to publish material that does not comply with the laws, regulations, or good manners or that has other shortcomings or problems.

The Council for Mass Media in Finland (CMM) and IAB Finland have created instructions for the media on labeling native advertising on the Web, and the Finnish Transport and Communications Agency (Traficom) has instructed on labeling product placement in television.

Videos or links to the customer's website can be embedded in the article. The link of the article and its content are at the customer's disposal unless something else has separately been agreed.

MTV optimizes article promotions, and for this purpose several options for headlining can be used. The headlines are compared to find out which of them attracts readers the most.

A maximum of three updates to articles is permitted. Additional updates incur an hourly rate according to MTV's price list. If the customer wishes to change an already approved article, 50% of the article's price shall be charged for the alteration. If the customer wishes an approved article to be rewritten, 75% of a new article's price shall be charged.

# Native advertising and content marketing, price list 2025

MTV NATIVE ARTICLE		
CAMPAIGN	AMOUNT OF READERS	GROSS EUR
One article	4,000 readers	5 200
Three articles	12,000 readers	15 600
Five articles	20,000 readers	26 000
12 articles	48,000 readers	62 400

A direct customer discount of -12% or a media agency discount of -15% is granted on the gross prices of the MTV Natiiviartikkeli product. In addition, an additional -20% discount will be granted for the campaign on more than two items. In a 12-article campaign, the additional discount is -40%. The production cost of EUR 1,000 net is added to the net price if the content of the article is written by MTV.

Article, readers    CPR EUR 1.3



CPR (cost per reader)  
Price per reader

Other native products:

MTV Klikkinatiivi

MTV Julkaisunatiivi

Ask your MTV contact person or  
[digitrafiikki@MTV.fi](mailto:digitrafiikki@MTV.fi) for more  
information about native advertising

# Digital products

## Programmatic buying - instream

MTV's video products can be purchased programmatically through deals. The prices of deals are affected by the ad length and desired targeting. More information from [programmatic@mtv.fi](mailto:programmatic@mtv.fi).

### MTV Video Premium

MTV Video Premium ads are shown on MTV Katsomo in connection with long and short form content on MTV Katsomo in pre and midroll placements. Users are identified by login, so we can offer versatile first-party targeting options for programmatically implemented campaigns, regardless of the end device. Within the framework of the distribution agreements, the campaigns also include MTV's channel content in services outside Katsomo, such as Telia Play.

### MTV Video Reach

MTV Video Reach offers extensive reach also for campaigns carried out programmatically. The advertisements are displayed in MTV's own digital services (MTV Katsomo, mtvuutiset.fi website and applications). in connection with long and short content in pre and midroll placements. Within the framework of the distribution agreements, the campaigns also include MTV's channel content in services outside Katsomo, such as Telia Play.

### MTV Video Short

In MTV Video Short the ad distribution consists of the mtvuutiset.fi website and apps.

Inventory source Premium, Reach and Short deals	FreeWheel
Deal options	Private deals (non-guaranteed) Programmatic guaranteed
Maximum spot lengths	MTV Video Premium 40 sec MTV Video Reach 20 sec MTV Video Short 20 sec
Targeting options with additional cost	<b>MTV Video Premium</b> Demographic targeting Bisnode GDR Device targeting  <b>MTV Video Reach</b> Contextual targeting: food, home and living, health and wellbeing, lifestyle, sports, news and documentaries, drama, entertainment, reality TV  Device targeting

## Digital products

# Programmatic buying - outstream and native

MTV Uutiset Outstream provides cost-effective extra reach for your programmatic video campaign. This form of video advertising also suits well for running ads with longer durations on MTVuutiset.fi website and apps.

Formats Artikkelivideo (16:9) and Vertikaalivideo (9:16). Artikkelivideo works in the browser version of MTVuutiset.fi (desktop and mobile), Vertikaalivideo only on mobile browsers.

The price of outstream deals consists of the employed targeting in addition to the video format.

Inventory source	Deals Adform Open auction, e.g. Adform, Magnite, Xandr
Huutokaupamalli	First price auction
Targeting options with additional cost	Demographics, interests, tag and contextual targeting, customer-based brand safety settings

MTV Uutiset native is device independent advertising, where the advertisement directs to a native article on either MTVuutiset.fi or the advertiser's own website.

Native ads can only be bought through deals. Versatile targeting options allow you to reach just the right target groups.

Inventory source	Deals Adform tai Xandr
Auction type	First price auction
Targeting options with additional cost	Demographics, interests, tag and contextual targeting

# Digital products

## Programmatic buying - display

MTV offers versatile solutions for programmatic display advertising. MTV's display inventory consists of the MTVuutiset.fi website and the MTV Uutiset app.

The prices for display deals are determined based on used ad formats and targeting options.

Please note that the ad formats may have minor differences depending on the sales channel. Please contact [programmatic@mtv.fi](mailto:programmatic@mtv.fi) for further information.

Please also note that kilobyte limits for materials also apply in programmatic buying.

### Ad formats available for programmatic buying

FULL PAGE		HORIZONTAL PLACEMENTS		RECTANGLE		SKYSCRAPERS		MOBILE	
size px	max kB	size px	max kB	size px	max kB	size px	max kB	size px	max kB
620x891	250	980x552*	250	468x400	250	300x600	250	320x320	250
300x600	250	980x400*	250	300x250	250	250x600	250	300x300	250
320x480	250	980x120	100			160x600	100	300x250	250
300x431	250					140x350	100		

\*Can be combined with background wallpaper. Wallpaper can only be purchased with Adform DSP.

In programmatic purchasing, you can also utilize, for example, the Adnam and SeenThis formats. For more information about the solutions, please contact [programmatic@mtv.fi](mailto:programmatic@mtv.fi)

Inventory source	Deals Adform, tai Xandr Open auction, e.g. Adform, Magnite, Xandr
Auction type	First price auction
Targeting options with additional cost	Demographics, interests, tag and contextual targeting