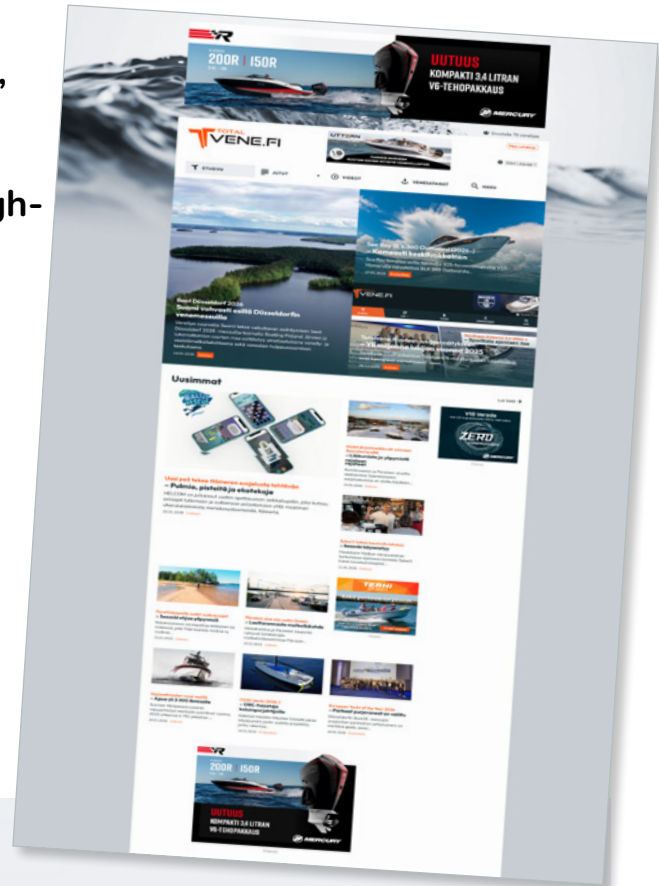


Totalvene.fi is Finland’s leading digital boating media brand, delivering the latest news, articles, reviews, and expert insights from across the boating world. For advertisers, it offers a fast, flexible, and effective digital channel — from high-visibility banner placements to tailored special formats and native advertising solutions.

Totalvene.fi reaches more than 100,000 boating enthusiasts and consumers each month. Advertisers can choose from a wide range of banner formats as well as video and preroll opportunities to build visibility and drive engagement. For brands that want to tell a deeper story and build credibility, native advertising such as “Sponsored Article” or “Editor Recommends” provides an effective way to connect with readers in a more engaging format and to present products and services. New advertising opportunities also include classified sales listings format “Boat Seller’s Tips”.



Digital Advertising Options

Banner Advertising (see placements on page 2)

Banner	Size px	Size kt ³⁾	Format ⁴⁾	Devices	Placement
Parade	1400x400px ¹⁾	max 300 kt	jpg, gif, png, html5, video/mp4	Desktop & tablet	Top of page
Mobile Parade	600x500 px	max 250 kt	jpg, gif, png, html5, video/mp4	Mobile phones	Top of page
Logo Parade	468x150 px	max 200 kt	jpg, gif, png	All devices	Navigation bar, summary section
Article Parade	600x500 px ²⁾	max 200 kt	jpg, gif, png, html5, video/mp4	All devices	Content area, sidebar, Harbour card
Sponsor Box	300x250 px	max 150 kt	jpg, gif, png	All devices	Sidebar
Leaderboard	200x600 px	max 200 kt	jpg, gif, png	All devices	Sidebar

¹⁾ Minimum width 980px

²⁾ Scaled down within the content area on smaller screens. Please ensure responsive design in HTML and video banners.

³⁾ Recommended maximum file size; however, please do not exceed it significantly.

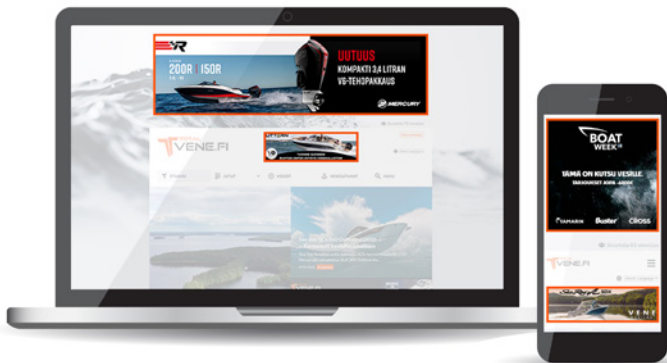
⁴⁾ For HTML and video executions, please pay attention to file size and responsiveness. The code itself must be fully responsive. Please also note that on mobile devices, video may not autoplay with sound due to technical restrictions on smartphones and other mobile devices.

Please contact our media sales team for further technical specifications.

Other Digital Advertising Opportunities

Opportunity	Description	Placement
PreRoll-video	Pre-roll ad before the main video in an article (10–15 s.)	Videos
Sponsored Article	Sponsored article displayed in a premium editorial placement	Home page, article feed
Editor Recommends	Featured article placement in the page slider	Home page, article feed
Videotuotanto	Commercial video production	Ask for more information
Boat Seller’s Tips	Boat sales listing	Site wide footer: every page

Examples of Ad Placements



Parade at the top of the page, followed by the Logo Parade. On mobile devices, the placements are Mobile Parade and Logo Parade. The Logo Parade is also displayed in summary sections.



Article Parade is displayed alongside the article cards or after article cards. Article Parade appears also among the editorial content. Leaderboard or Sponsor Box positioned to sidebar in desktop; On mobile devices Sponsor Box shown in feed or in-content.

When designing desktop banners, please consider typography carefully, as some banner formats on the site scale responsively as screen size changes, including in tablet view.

Recommended formats are JPG, GIF, and PNG. Animated GIFs are supported. The site also supports MP4 video files as well as ads built with JavaScript/HTML5 web technologies.

Please note that JavaScript/HTML5 ads are served within an iframe, and the advertiser is responsible for ensuring that the creative itself is fully responsive.

Banner Advertising Rates

Banner advertising is available on either a CPM basis or by separate agreement, for example as a monthly placement. Please contact our media sales team for a quote.

Other Advertising Rates

We deliver effective native advertising through engaging storytelling, with formats such as "Sponsored Articles" and "Editor Recommends". Prominent on-site placement helps readers discover native content. We also produce boating-related video content, for example for use on the client's own YouTube channel. "Boat Seller's Tips" is a new used-boat listing format featured at the bottom of every page.

Please contact our media sales team to plan a campaign tailored to your needs!



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