



data refinery



# Data Refinery

Päivitetty 01/2018

## ohjelmallisen ostamisen kohderyhmät

Rikasta ohjelmallisen ostamisen kampanjasi Rikastamon laadukkailla datakohdennuksilla. Kohdennukset löytyvät sekä Googlen että Adformin ostotyökaluista. Lue lisää Data Refinery:sta: [aller.fi/rikastamo](http://aller.fi/rikastamo)  
Innostuitko? Näitä saa myös lisää! Ota yhteyks: [online trafiikki@aller.com](mailto:online trafiikki@aller.com)



Demographics	CPM
Age 15–19	0,50 €
Age 20–24	0,50 €
Age 25–29	0,50 €
Age 30–34	0,50 €
Age 35–39	0,50 €
Age 40–44	0,50 €
Age 45–49	0,50 €
Age 50–54	0,50 €
Age 55–59	0,50 €
Age 60–64	0,50 €
Age 65–69	0,50 €
Age 70+	0,50 €
Gender - Male	0,50 €
Gender - Female	0,50 €



Socioeconomics	CPM
Income Class - Under 26000e	0,89 €
Income Class - 26 000–49999e	0,89 €
Income Class - 50 000e +	0,89 €

Moving forecast	CPM
Moving Forecast - 24 mo. - 5 years	1,79 €
Moving Forecast - 6-24 months	1,79 €
Moving Forecast - Less than 6 months	1,79 €
Moving Forecast - More than 5 years	1,79 €



Interests	CPM
Cars - All	1,00 €
Cars - New cars	1,79 €
Cars - Used cars	1,79 €
Cars - Luxury vehicles	1,79 €
Economy & Business - All	1,00 €
Entertainment - All	1,00 €
Entertainment - Music	1,79 €
Entertainment - TV & Movies	1,79 €
Entertainment - Culture	1,79 €
Family & Relationships - All	1,00 €
Family & Relationships - Family with kids	1,79 €
Family & Relationships - Singles	1,79 €
Family & Relationships - Couples	1,79 €
Family & Relationships - Pets	1,79 €
Food - All	1,00 €
Food - Home cooking	1,79 €
Food - Eating out	1,79 €
Home & House - All	1,00 €
Home & House - Interior decorating	1,79 €
Home & House - Gardening	1,79 €
Home & House - Renovating & construction	1,79 €
Home & House - Moving	1,79 €
Lifestyle - All	1,00 €
Lifestyle - Beauty	1,79 €
Lifestyle - Health	1,79 €
Lifestyle - Fitness	1,79 €
Lifestyle - Women's fashion	1,79 €
Lifestyle - Men's fashion	1,79 €
Lifestyle - Children's fashion	1,79 €
Sport - All	1,00 €
Sport - Spectator sports	1,79 €
Sport - Active athletes	1,79 €
Travel - All	1,00 €
Travel - Africa	1,79 €
Travel - Asia	1,79 €
Travel - Australia	1,79 €



Interests	CPM
Travel - Europe	1,79 €
Travel - North America	1,79 €
Travel - South America	1,79 €
Travel - Flights	1,79 €
Travel - Hotels	1,79 €

Postal Area	CPM
Varakkaiden ydinkeskustat	2,00 €
Suurituloisten perheiden ja parien pientalolähiöt	2,00 €
Pienempituloisten nuorten elementtialueet	2,00 €
Pienempien kaupunkien tasaantuvat keskustat	2,00 €
Hyvätuloisten työväestöperheiden maaseututaajamat	2,00 €
Hiljenevä maaseutu	2,00 €

Audience Profiles	CPM
1. Urban Thrill Seekers	1,79 €
2. Happy With Family Life	1,79 €
3. Young Casual Suburbia	1,79 €
4. Urban Well-off White Collar	1,79 €
5. Trend Aware Shoppers	1,79 €
6. Technological Early Birds	1,79 €
7. Health-Conscious Dames	1,79 €
8. Stable Substance Oriented	1,79 €
9. Conventional Traditionalists	1,79 €

Yhteistyössä:



Aller reserves the right to change product pricing /  
Aller pidättää oikeuden hintamuutoksiin  
Prices do not include VAT / Hintoihin lisätään ALV 24



## NORDI C

<b>Arts &amp; Entertainment</b>		CPM
1. Arts & Entertainment		1,40 €
2. Scandinavian Art Museums		2,20 €
3. Concerts & Music festivals		2,20 €
4. Nordic Film & TV		2,20 €
5. Nordic Literature		2,20 €
6. Royal Families		2,20 €
<b>Automobiles</b>		CPM
1. Automobiles		1,40 €
2. Family cars		2,20 €
3. Small cars		2,20 €
<b>Beauty</b>		CPM
1. Beauty treatment		1,40 €
2. Cosmetics		2,20 €
3. Scandinavian hair		2,20 €
<b>Career &amp; Education</b>		CPM
1. Career & education		1,40 €
2. Job search		2,20 €
3. Education in Nordics		2,20 €
<b>Economy &amp; Business</b>		CPM
1. Economy & Business		1,40 €
2. Nordic Advertising & Marketing		2,20 €
3. Entrepreneurship		2,20 €
4. Human resources		2,20 €
<b>Family</b>		CPM
1. Family		1,40 €
2. Parenting		2,20 €
3. Pregnancy & Babies		2,20 €
4. Small Children		2,20 €
5. Teenager		2,20 €
6. Aging parents		2,20 €
7. Pets		2,20 €
<b>Fashion</b>		CPM
1. Fashion		1,40 €
2. Women's Fashion		2,20 €
3. Men's Fashion		2,20 €
4. Youth fashion		2,20 €
5. Fashion and design		2,20 €
<b>Food &amp; Drink</b>		CPM
1. Food & Drink		1,40 €
2. Scandinavian cuisine		2,20 €
3. Vegetarianism & veganism		2,20 €
4. Barbeque		2,20 €
5. Baking		2,20 €
6. Coffee & Tea		2,20 €
7. Home cooking		2,20 €
8. Fine dining		2,20 €
9. Scandinavian Holidays & celebration		2,20 €
<b>Health</b>		CPM
1. Health		1,40 €
2. Personal welfare		2,20 €
3. Weight loss and Weight watching		2,20 €
4. Aging		2,20 €
5. Eyesight		2,20 €
6. Dental care		2,20 €
7. Yoga & meditation		2,20 €

<b>Hobbies</b>		CPM
1. Hobbies		1,40 €
2. Music		2,20 €
3. Fitness		2,20 €
4. Cycling		2,20 €
5. Hiking & Camping		2,20 €
6. Nordic walking		2,20 €
7. Running & Jogging		2,20 €
<b>Home &amp; House</b>		CPM
1. Home & House		1,40 €
2. Interior design		2,20 €
3. Scandinavian Interior design		2,20 €
4. Gardening		2,20 €
5. Moving		2,20 €
<b>Personal Finance</b>		CPM
1. Personal Finance		1,40 €
2. Housing sales & markets		2,20 €
3. Investment		2,20 €
4. Insurance		2,20 €
<b>Relationships</b>		CPM
1. Relationships		1,40 €
2. Dating		2,20 €
3. Wedding planning		2,20 €
4. Love & Romance		2,20 €
5. Sex		2,20 €
<b>Sports</b>		CPM
1. Sport		1,40 €
2. Ice Hockey		2,20 €
3. Football		2,20 €
4. Basketball		2,20 €
5. Tennis		2,20 €
6. Golf		2,20 €
7. Formula 1		2,20 €
8. Body Building		2,20 €
9. Skiing & Snowboarding		2,20 €
<b>Traveling</b>		CPM
1. Travel		1,40 €
2. Beach holiday		2,20 €
3. Cruises		2,20 €
4. Spas		2,20 €
5. Theme Parks		2,20 €
6. Traveling with kids		2,20 €

Data Refinery Nordic reserves the right to change product pricing  
Prices do not include VAT

In cooperation:





MTV+Aller Data tarjoaa entistä tarkemmat ja suuremmat kohderyhmät tuloksekkaaseen onlinemainontaan.

Kaikki kohderyhmät ovat käytettävissä mediariippumattomasti ja ovat ohjelmallisesti ostettavissa Googlen ja Adformin ostotyökaluissa.

Mikäli etsimäsi kohderyhmä puuttuu, ote meihin yhteyttä niin räätälöimme sivulle tarpeisiin sopivan.

<b>All spectrums of entertainment</b>	<b>CPM</b>
<b>Arts And Entertainment</b>	1,20 €
Art Museums	2,00 €
Comics, Cartoons and Animation	2,00 €
Concerts and Music Festivals	2,00 €
Contemporary Art	2,00 €
Dance	2,00 €
Film and TV	2,00 €
Film and TV Actors and Actresses	2,00 €
Jazz and Classical Music	2,00 €
Literature	2,00 €
Photography	2,00 €
Pop and Rock Music	2,00 €

<b>Motor vehicle users and enthusiasts from all walks of life</b>	<b>CPM</b>
<b>Cars and Motorcycles</b>	1,20 €
Buying new cars	2,00 €
Buying used cars	2,00 €
Car Culture	2,00 €
Car Parts and Utilities	2,00 €
Motorcycle Maintenance and Culture	2,00 €
Selling cars	2,00 €
Brand / Audi	2,00 €
Brand / BMW	2,00 €
Brand / Ford	2,00 €
Brand / Harley Davidson	2,00 €
Brand / Honda	2,00 €
Brand / Kia	2,00 €
Brand / Mercedes-Benz	2,00 €
Brand / Nissan	2,00 €
Brand / Skoda	2,00 €
Brand / Tesla	2,00 €
Brand / Toyota	2,00 €
Brand / Volkswagen	2,00 €
Brand / Yamaha	2,00 €

<b>From student to professional</b>	<b>CPM</b>
<b>Career and Education</b>	1,20 €
Adult Education	2,00 €
Career Planning and Advice	2,00 €
Job Search	2,00 €
Summer Jobs	2,00 €
Universities in Finland	2,00 €
Schools of Economics and Business	2,00 €

<b>Weekend warriors and diaper daddies</b>	<b>CPM</b>
<b>Family</b>	1,20 €
Babies and Toddlers	2,00 €
Children and Youth Culture	2,00 €
Children's Day Care	2,00 €
Daughters	2,00 €
Family	2,00 €
Fatherhood	2,00 €
Motherhood	2,00 €
Parenting	2,00 €
Pregnancy	2,00 €
Preschooling and Early Education	2,00 €
Sons	2,00 €

<b>Full menu of street food and michelin stars</b>	<b>CPM</b>
<b>Food And Drink</b>	1,20 €
Barbeque	2,00 €
Beer	2,00 €
Cheese	2,00 €
Coctails	2,00 €
Coffee	2,00 €
Cooking Books and Techniques	2,00 €
Cooking and Food Related TV Shows	2,00 €
Desserts and Sweets	2,00 €
Food and Drink -Dining Out	2,00 €
Dinner Parties	2,00 €
Haute Cuisine	2,00 €
Herbs, Spices and Seasoning	2,00 €
Home Cooking	2,00 €
Kitchen Tools	2,00 €
Kitchenware and Kitchen Appliances	2,00 €
Mushrooms	2,00 €
National Dishes Around the World	2,00 €
Romantic Dinners	2,00 €
Tea	2,00 €
Traditional Finnish Cuisine	2,00 €
Vegetarism, Veganism and Organic Food	2,00 €
Whisky and Bourbon	2,00 €

<b>This is our happy place</b>	<b>CPM</b>
<b>Home, House and Garden</b>	1,20 €
Furniture, Furnishing and Interior Design	2,00 €
Garden Planning and Building	2,00 €
Garden Tools, Supplies and Machines	2,00 €
Interior Decoration with Plants	2,00 €
Moving and Relocation	2,00 €
Renovation, Redecoration and Remodelling	2,00 €
Ventilation, Heating and Interior Air	2,00 €

<b>Healthy mind in a healthy body</b>	<b>CPM</b>
<b>Health, Wellness and Fitness</b>	1,20 €
Acid Reflux	2,00 €
Allergy and Intolerance	2,00 €
Cholesterol	2,00 €
Cold and Flu	2,00 €
Dental Care	2,00 €
Depression and Anxiety	2,00 €
Diets	2,00 €
Diets for Men	2,00 €
Diets for Women	2,00 €
Healthy Lifestyle	2,00 €
Holistic Healing	2,00 €
Hygiene	2,00 €
Joint and Backpain	2,00 €
Men's Health	2,00 €
Nutritional Supplements	2,00 €
Plastic Surgery and Cosmetic Medicine	2,00 €
Skincare	2,00 €
Sleeping Disorders	2,00 €
Smoking Cessation	2,00 €
Weight Loss and Weight Watching	2,00 €
Women's Health	2,00 €
Yoga and Meditation	2,00 €

<b>You never lose a dream, it just incubates as a hobby.</b>	<b>CPM</b>
<b>Hobbies</b>	1,20 €
Console and PC Gaming	2,00 €
Cookery	2,00 €
Cross Fit and Martial Arts	2,00 €
Cycling	2,00 €
Do-It-Yourself (DIY)	2,00 €
Gambling and Lotteries	2,00 €
Hiking, Trekking and Camping	2,00 €
Listening and Playing Music	2,00 €
Canoeing and Kayaking	2,00 €
Literature and Creative Writing	2,00 €
Painting and Drawing	2,00 €
PC and Console Games	2,00 €
Photography	2,00 €
Running and Jogging	2,00 €
Social Media	2,00 €
Squba and Freediving	2,00 €
Weightlifting and Bodybuilding	2,00 €

<b>Society of yesterday, today and tomorrow</b>	<b>CPM</b>
<b>News, Politics and Society</b>	1,20 €
Climate Change	2,00 €
Conservative Values	2,00 €
Economic Trends and Policies	2,00 €
Elections, Voting and Political Participation	2,00 €
EU Politics	2,00 €
Finnish Politics	2,00 €
Green Values	2,00 €
Liberal Values	2,00 €
Populism	2,00 €
Relief and Aid Organizations and Activities	2,00 €
Social Issues	2,00 €
US Politics	2,00 €

<b>Ahead of the curve</b>	<b>CPM</b>
<b>Personal Finance, Housing and Real Estate</b>	1,20 €
Credit, Debit and Loans	2,00 €
Financial Planning	2,00 €
Insurance	2,00 €
Investing	2,00 €
Retirement Planning	2,00 €
Tax Planning	2,00 €
Housing Loans	2,00 €
Housing Sales and Markets	2,00 €
Tenancy and Student Housing	2,00 €

<b>The whole Uncle McDonald's farm</b>	<b>CPM</b>
<b>Pets</b>	1,20 €
Aquariums and Terrariums	2,00 €
Cats	2,00 €
Dogs	2,00 €
Pet Gerbils, Hamsters and Rats	2,00 €
Pet Rabbits	2,00 €

<b>Good relationships are like wine</b>	<b>CPM</b>
<b>Relationships</b>	1,20 €
Erotic Literature and Art	2,00 €
Birth Control	2,00 €
Dating and Online Dating	2,00 €
Relationship and Marital Advice	2,00 €
Love and Romance	2,00 €
Separation and Divorce	2,00 €
Sex	2,00 €
Wedding Planning	2,00 €

<b>Business tycoons on a roll</b>	<b>CPM</b>
<b>Business</b>	1,20 €
Advertising and Marketing	2,00 €
Construction	2,00 €
Entrepreneurship	2,00 €
Green Solutions	2,00 €
Human Resources	2,00 €
Information and Communications Technology	2,00 €
Logistics	2,00 €
Taxation	2,00 €

<b>Sports buffs getting in their full swing</b>	<b>CPM</b>
<b>Sports</b>	1,20 €
Formula 1	2,00 €
Boxing and MMA	2,00 €
NHL	2,00 €
Baseball	2,00 €
Bicycling	2,00 €
Bodybuilding	2,00 €
Boxing	2,00 €
Canoeing	2,00 €
Figure Skating	2,00 €
Game And Fish	2,00 €
Golf	2,00 €
Horse Racing	2,00 €
Hunting	2,00 €
Inline Skating	2,00 €

Martial Arts	2,00 €
Motorcycles	2,00 €
Pro Basketball	2,00 €
Pro Football	2,00 €
Running	2,00 €
Sailing	2,00 €
Scuba Diving	2,00 €
Skateboarding	2,00 €
Skiing & Snowboarding	2,00 €
Surfing	2,00 €
Swimming	2,00 €
Tennis	2,00 €
Volleyball	2,00 €
Walking	2,00 €

<b>Great style doesn't just happen</b>	<b>CPM</b>
<b>Style And Fashion</b>	1,20 €
Clothing Brands	2,00 €
Cosmetics and Beauty Products	2,00 €
Dress Code	2,00 €
Fashion Designers and Brands	2,00 €
Fashion Industry Events	2,00 €
Fashion Models	2,00 €
Hairdressers and Barbers	2,00 €
Men's Fashion	2,00 €
Shoes for Men	2,00 €
Shoes for Women	2,00 €
Tattoos and Piercings	2,00 €
Women's Fashion	2,00 €

<b>The science of today is the technology of tomorrow</b>	<b>CPM</b>
<b>Home Appliances, Electronics and Technology</b>	1,20 €
Digital Cameras	2,00 €
Dishwashers	2,00 €
Home Automation	2,00 €
Home Security Systems	2,00 €
Laptops	2,00 €
Refridgerators	2,00 €
Smart Phones	2,00 €
Smart TVs	2,00 €
Tablets	2,00 €
Vacuum Cleaners	2,00 €
Washing Machines	2,00 €
Brand / Android	2,00 €
Brand / Apple	2,00 €
Brand / Microsoft	2,00 €
Brand / Dyson	2,00 €
Brand / Canon	2,00 €
Brand / Samsung	2,00 €

MTV+Aller reserves the right to change product pricing /  
 MTV+Aller pidättää oikeuden hintamuutoksiin  
 Prices do not include VAT / Hintoihin lisätään ALV 24

Yhteistyössä:



<b>Go and search the seven seas</b>	<b>CPM</b>
<b>Travel</b>	1,20 €
Beach Holidays	2,00 €
Cruises	2,00 €
National Parks	2,00 €
Spas	2,00 €
Theme Parks	2,00 €
Travel Agencies and Other Travel Services	2,00 €
Travel Insurance	2,00 €
Traveling with Kids	2,00 €
Destination / Asia	2,00 €
Destination / Europe	2,00 €
Destination / Africa	2,00 €
Destination / US	2,00 €
Destination / Azores	2,00 €
Destination / Balearic Islands	2,00 €
Destination / Canary Islands	2,00 €
Destination / Croatia	2,00 €
Destination / Cyprus	2,00 €
Destination / Estonia	2,00 €
Destination / France	2,00 €
Destination / Germany	2,00 €
Destination / UK	2,00 €
Destination / Greece	2,00 €
Destination / Italy	2,00 €
Destination / Madeira	2,00 €
Destination / Portugal	2,00 €
Destination / Sweden	2,00 €
Destination / Thailand	2,00 €
Destination / Turkey	2,00 €
Destination / United Arab Emirates	2,00 €
Destination / Austria	2,00 €
Destination / Australia	2,00 €
Destination / Japan	2,00 €
Destination / China	2,00 €
Destination / Indonesia	2,00 €

<b>Pulse of the nation</b>	<b>CPM</b>
<b>Trending in Finland</b>	1,20 €
Boating and Boating Equipment	2,00 €
C More	2,00 €
Euroscptisim and Immigration Issues	2,00 €
Eurovision 2017	2,00 €
FIFA World Cup	2,00 €
Finnish National Ice Hockey Team	2,00 €
Formula 1	2,00 €
Holidays, Vacations and Celebrations	2,00 €

<b>Audience Profiles</b>	<b>CPM</b>
1. Urban Thrill Seekers	2,00 €
2. Happy With Family Life	2,00 €
3. Young Casual Suburbia	2,00 €
4. Urban Well-off White Collar	2,00 €
5. Trend Aware Shoppers	2,00 €
6. Technogical Early Birds	2,00 €
7. Health-Conscious Dames	2,00 €
8. Stable Substance Oriented	2,00 €
9. Conventional Traditionalists	2,00 €