



Print run per issue

12 000
75 000

Readers (audited by National Media Studies, KMT, spring 2013)



► Pelaaja magazine

Finland's best and the second oldest monthly video gaming magazine is run by veteran staff and supported by many experienced writers. Our motto: "Because we love video games."

First issue: October 2002
Issues per year: 12
Pages per issue: 68-84

Editor-in-Chief: Mr. Miika Huttunen (miika@pelaajalehti.com)
Art Director: Mr. Lasse Erkola (lasse@pelaajalehti.com)
Ads & Marketing: CEO Petteri Moisio (petteri.moisio@h-town.fi)



120 000+
Total weekly reach
12 000+
Facebook likes



Some of the articles from the magazine are also published in www.iltalehti.fi/digi. Iltalehti.fi is Finland's most popular website and reaches total **3.3 million unique visitors per week**.

► Pelaaja in social media



12 525 likes
(1/2016)



4000+ followers
(1/2016)



1800+ followers
(1/2016)

► Pelaajalehti.com

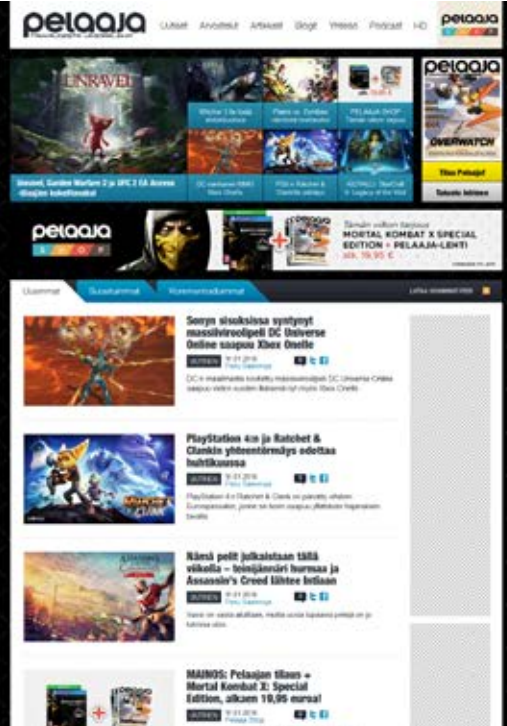
160 000+ Unique visitors / month
(Google Analytics)

800 000+ Page views / month
(Google Analytics)

Finland's largest 100% gaming focused website and companion to the magazine. Features daily news, previews, blogs, videos, podcasts, forums, competitions and our review archive.

Editor-in-Chief: Mr. Ville Arvekari
(ville@pelaajalehti.com)

Ads & Marketing: CEO Petteri Moisio
(petteri.moisio@h-town.fi)



Pelaajalehti.com's newsfeed is also available through:

www.iltalehti.fi/digi: 3.3 million unique visitors per week
www.konsolifin.net: 45.000 unique visitors per week

(Numbers are audited by Google Analytics.)

► YouTube channel PelaajaHD

1,8 million total views (1/2016)
2500 average views/video (2015)
5156 Youtube subscribers (1/2016)

► Pelaaja podcast



Episodes per year: 20-24
Audience: 3000 – 4000 per episode (iTunes)

► Pelaaja Shop

pelaaja
S H O P

A NEW TYPE OF
ONLINE STORE FOR
VIDEO GAMES

WWW.PELAAJASHOP.FI



Pelaaja Shop serves gamers with hand-picked sale offers. Pelaaja Shop will not directly compete with the current retail market.

Unlike other online stores, Pelaaja Shop will not have large stock or wide selection of games. It will only promote one specific title or service each week.