

Pelaaja
Media
reaches

230 000

readers
per
month

Pelaaja Magazine

The best and most comprehensive computer & video games magazine in Finland.
Our motto: "Because we love video games."

- First issue published 2002
- 45 000 readers (est.), circulation 9 000
- 11 issues / year
- Highest profile ratings among young male readers
- Main audience: 25-29 year old males
- Readers' primary gaming platforms: PlayStation 4 (49%), PC (30%), Xbox One (13%)
- Over 90 % of the readers find the magazine trustworthy, entertaining and informative (Readership Survey Fall 2017)



Pelaaja on social media



15 000+ likes
(1/2019)



4 700+ followers
(1/2019)



3 300+ followers
(1/2019)

Pelaajalehti.com

Finland's largest 100 % gaming focused website and social media.

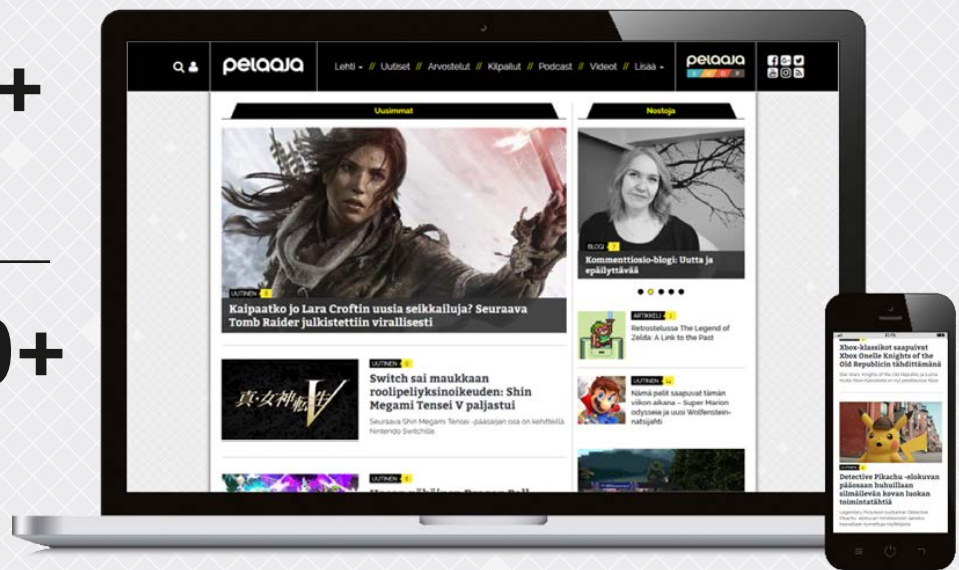
- Pelaajalehti.com has 185 000 unique visitors and 900 000 page views per month (Google Analytics)
- User base: Mobile 65%, Desktop 30%, Tablet 5%
- Pelaaja's Facebook has an average weekly reach of 275 000
- Main target group: 18-25 year old males interested in games and entertainment

185 000+

Unique visitors / month
(Google Analytics)

900 000+

Page views / month
(Google Analytics)



YouTube Channel - **PelaajaHD**

2 million+ total views

57 000+ hours of
content watched

5 800+ Youtube subscribers



Pelaaja's Podcast - **Pelaajacast**



Pelaaja's podcast is Finland's longest-running podcast. Voted the 2nd best podcast in Finland (2017). Pelaajacast is available through Spotify, iTunes, YouTube and other platforms.

Episodes per year: 20-24

Audience: Around 4 000 per episode

Timetable (Pelaaja Magazine)

Issue	Material Deadline	Street Date
196 January	14.12.2018	31.12.2018
197 February	15.1.2019	1.2.2019
198 March	12.2.2019	1.3.2019
199 April	19.3.2019	5.4.2019
200 May	16.4.2019	3.5.2019
201 June	21.5.2019	7.6.2019
202 July / August	13.6.2019	5.7.2019
203 September	20.8.2019	6.9.2019
204 October	17.9.2019	4.10.2019
205 November	15.10.2019	1.11.2019
206 December	19.11.2019	6.12.2019