

Pelaaja
Media
reaches

190 000

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
- 40 000 readers (est.), circulation 8 000
- 11 issues / year
- Highest profile ratings among young male readers
- Main audience: 25-29 year old males
- Readers' primary gaming platforms: PlayStation 4 (66%), PC (60%), Nintendo Switch (38%) Xbox One (22%)
- Over 90 % of the readers find the magazine trustworthy, entertaining and informative (Readership Survey Fall 2017)



Pelaaja on social media



15 200+ likes
(12/2019)



5 000+ followers
(12/2019)



3 500+ followers
(12/2019)

Pelaaja.fi

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

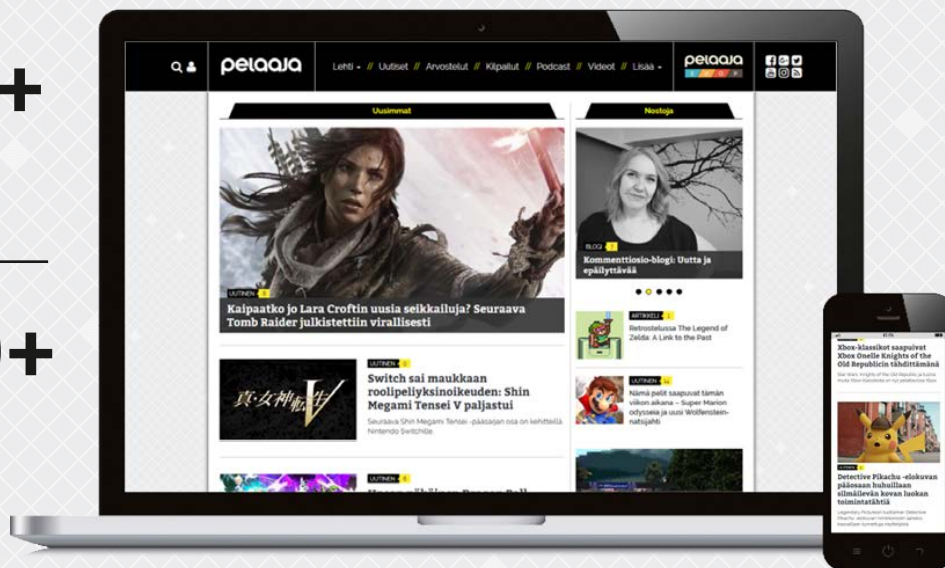
- Pelaaja.fi has 150 000 unique visitors and 700 000 page views per month (Google Analytics)
- User base: Mobile 70%, Desktop 27%, Tablet 3%
- Pelaaja's Facebook has an average weekly reach of 50 000+ people
- Main target group: 18-25 year old males interested in games and entertainment

150 000+

Unique visitors / month
(Google Analytics)

700 000+

Page views / month
(Google Analytics)



YouTube Channel - **PelaajaHD**

2.5 million+ total views
95 000+ hours of content watched
6 000+ 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: 22-24

Audience: Around 4 000 per episode

Timetable (Pelaaja Magazine)

| Issue | Material Deadline | Street Date |
|-------------------|-------------------|-------------|
| 208 February | 21.1.2020 | 7.2.2020 |
| 209 March | 18.2.2020 | 6.3.2020 |
| 210 April | 17.3.2020 | 3.4.2020 |
| 211 May | 21.4.2020 | 8.5.2020 |
| 212 June | 19.5.2020 | 5.6.2020 |
| 213 July / August | 23.6.2020 | 10.7.2020 |
| 214 September | 18.8.2020 | 4.9.2020 |
| 215 October | 15.9.2020 | 2.10.2020 |
| 216 November | 20.10.2020 | 6.11.2020 |
| 217 December | 17.11.2020 | 4.12.2020 |
| 218 January | 15.12.2020 | 4.1.2021 |

Timetable (Pelaajacast)

| Episode | Material Deadline | Release Date |
|---------|-------------------|--------------|
| 244 | 13.1.2020 | 16.1.2020 |
| 245 | 27.1.2020 | 30.1.2020 |
| 246 | 10.2.2020 | 13.2.2020 |
| 247 | 24.2.2020 | 27.2.2020 |
| 248 | 9.3.2020 | 12.3.2020 |
| 249 | 23.3.2020 | 26.3.2020 |
| 250 | 6.4.2020 | 9.4.2020 |
| 251 | 20.4.2020 | 23.4.2020 |
| 252 | 4.5.2020 | 7.5.2020 |
| 253 | 18.5.2020 | 19.5.2020 |
| 254 | 1.6.2020 | 4.6.2020 |
| 255 | 15.6.2020 | 18.6.2020 |