

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



15 600+ likes
(1/2021)



5 000+ followers
(1/2021)



3 600+ followers
(1/2021)

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
219 February	19.1.2021	5.2.2021
220 March	16.2.2021	5.3.2021
221 April	16.3.2021	6.4.2021
222 May	20.4.2021	7.5.2021
223 June	18.5.2021	4.6.2021
224 July / August	15.6.2021	2.7.2021
225 September	17.8.2021	3.9.2021
226 October	14.9.2021	1.10.2021
227 November	19.10.2021	5.11.2021
228 December	16.11.2021	3.12.2021
229 January	14.12.2021	3.1.2022

Timetable (Pelaajacast)

Episode	Material Deadline	Release Date
266	11.1.2021	14.1.2021
267	25.1.2021	28.1.2021
268	8.2.2021	11.2.2021
269	22.2.2021	25.2.2021
270	8.3.2021	11.3.2021
271	22.3.2021	25.3.2021
272	5.4.2021	8.4.2021
273	19.4.2021	22.4.2021
274	3.5.2021	6.5.2021
275	17.5.2021	20.5.2021
276	31.5.2021	3.6.2021