

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)



8 000

Magazine print  
run per issue

## 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.

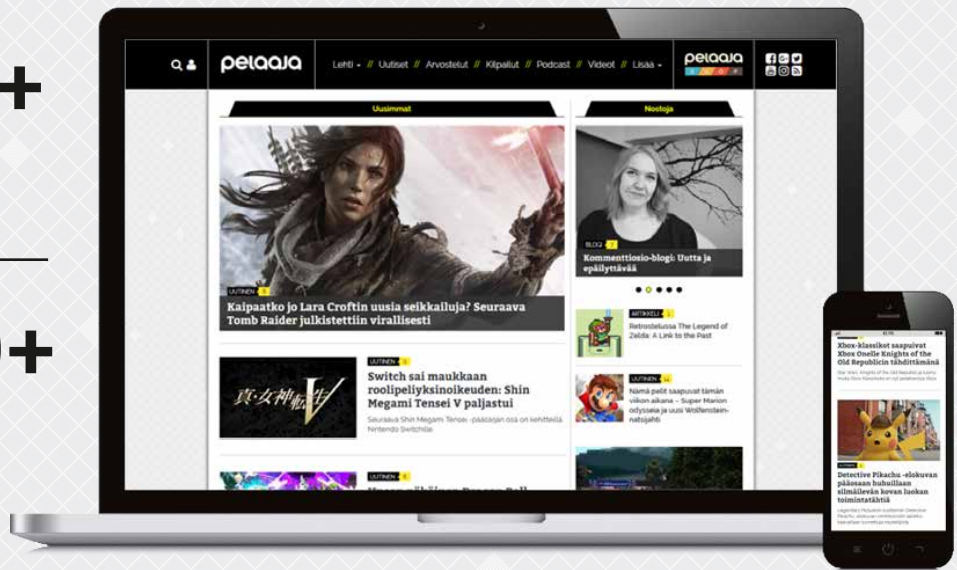
- Pelaaja.fi has 150 000 unique visitors and 700 000 page views per month (Google Analytics)
- User base: Mobile 70%, Desktop 27%, Tablet 3%
- Pelaaja's Facebook has an average weekly reach of 50 000+ people
- Main target group: 18-25 year old males interested in games and entertainment

# 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
230 February (Digital issue)	18.1.2022	4.2.2022
231 March	15.2.2022	4.3.2022
232 April	15.3.2022	1.4.2022
233 May	19.4.2022	6.5.2022
234 June	17.5.2022	3.6.2022
235 July	14.6.2022	1.7.2022
236 August (Digital issue)	16.6.2022	5.8.2022
237 September	16.8.2022	2.9.2022
238 October	20.9.2022	7.10.2022
239 November	18.10.2022	4.11.2022
240 December	15.11.2022	2.12.2022
241 January	14.12.2022	2.1.2023

## Timetable (Pelaajacast)

Episode	Material Deadline	Release Date
289	17.1.2022	20.1.2022
290	31.1.2022	3.2.2022
291	14.2.2022	17.2.2022
292	28.2.2022	3.3.2022
293	14.3.2022	17.3.2022
294	28.3.2022	31.3.2022
295	11.4.2022	14.4.2022
296	25.4.2022	28.4.2022
297	9.5.2022	12.5.2022
298	23.5.2022	26.5.2022
299	6.6.2022	9.6.2022