



Scandinavia's largest independent alternative music portal. In-depth articles, interesting interviews and the latest news.

Our community of more than 100 journalists and photographers serves a dedicated and active Finnish audience on all major digital channels and platforms. We are constantly developing our products and services and we strongly believe that advertising has a better impact when the content is close to their hearts.



Visitors

Average per month

150 000

Unique Visitors

325 000

Pageviews

Demography

GENDER

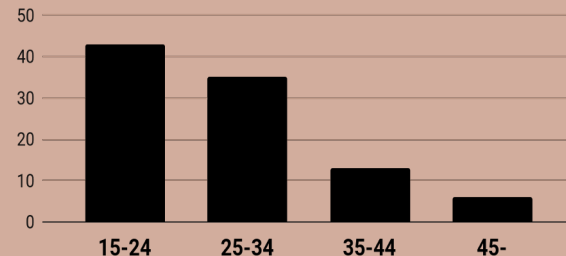
30%

Women

70%

Men

AGE



SOCIAL MEDIA

Facebook **7 000**

YouTube **25 000**

Instagram **8 500**

TikTok **500**

DEVICES



Mobile

80%



Desktop

18%



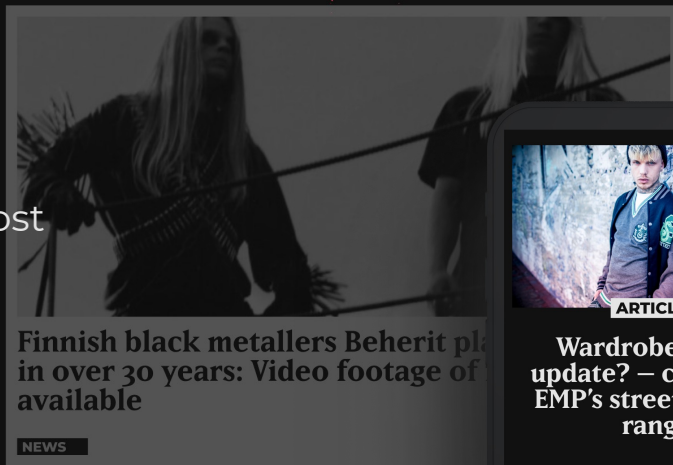
Tablet

2%

Commercial content

Commercial content

- Can be supplied by Chaoszine for an extra cost or customers own material can be used.
- The content will be shown in a spotlight on the frontpage and will stay there for the duration of the campaign.
- The campaign can also be launched separately on our social media channels..
- Price: **1,500 €** (+ producing of the article if necessary **200 €**) Social media posts **200 €** per media. (VAT is added to all of the prices).



Behemoth
unleashes O
Father O Satan O
Summer 2024
tour dates!

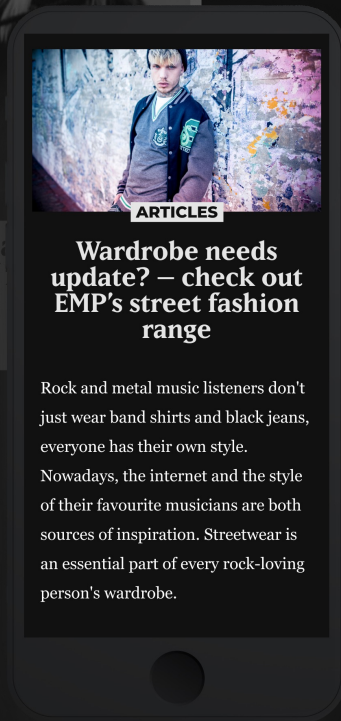
NEWS

19.1.

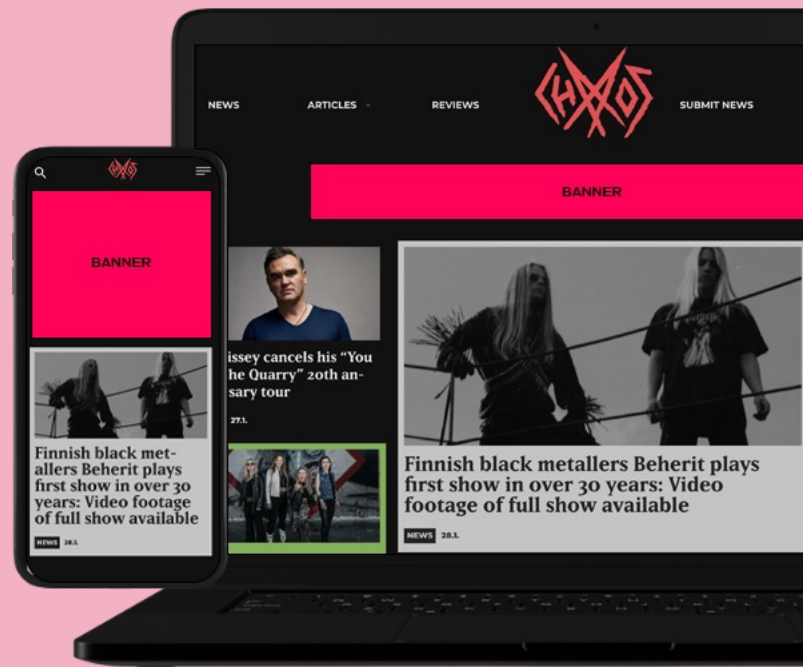
**Wardrobe
needs update?
— check out
EMP's street
fashion range**

PARTNERSHIP

19.1.



Banners



Parade 100 000 impressions

- Sizes on desktop: 980x400 and 728x90
- Sizes on mobile: 300x300, 250x300 and 300x600
- Location: Frontpage, article page
- Formats: JPG, GIF, HTML5, Video

- Impressions: 100 000 (mobile & desktop 80/20)
- Price: **Net 1,400 €** (+ VAT)

Parade 200 000 impressions

- Sizes on desktop: 980x400 and 728x90
- Sizes on mobile: 300x300, 250x300 and 300x600
- Location: Frontpage, article page
- Formats: JPG, GIF, HTML5, Video
- Impressions: 200 000 (mobile & desktop 80/20)
- Price: **Net 2,400 €** (+ VAT)

Advertising for bands



Indie-package Bronze

- Number of impressions: 10 000 in total on mobile in lower advertising spots (parade spot not available).
- Location: home page, article page
- Formats: JPG, GIF
- Ad size: 300x300
- Week-long campaign reaching an estimated 7 000 different readers.
- News article added to the website and distributed via Facebook.
- Price: **€100 + VAT 24% net.**



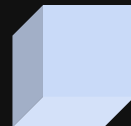
Indie-package Silver

- Impressions: 25 000 total impressions on mobile in lower advertising spots (parade spot not available).
- Location: home page, article page
- Formats: JPG, GIF
- Ad sizes: 300x300, 250x300
- A week-long campaign reaching an estimated 15,000 different readers.
- Adding a news release to the site and distributing it via the Facebook page.
- Premiere of the song/video on the CHAOSZINE website and distribution via FB and IG.
- Price: **€200 + VAT 24% net.**



Indie-package Gold

- Number of impressions: 40 000 total on mobile across all advertising locations on the site (including parade spot)
- Location: home page, article page
- Format: JPG, GIF
- Ad sizes: 300x300, 250x300
- Week-long campaign, reaching an estimated 20,000 different readers.
- Adding a news release to the site and distributing it via the Facebook page.
- Premiere of the song/video on the CHAOSZINE website and distribution via the Facebook/Instagram page.
- Interview with the publication, either as a video or text.
- Price: **€400 + VAT 24% net.**



Indie-package Platinum

- Impressions: 80 000 in total on mobile across all advertising locations on the site (including parade spot)
- Location: home page, article page
- Formats: JPG, GIF
- Ad sizes: 300x300, 250x300
- Week-long campaign, reaching an estimated 20,000 different readers.
- Adding a news release to the site and distributing it via the Facebook page.
- Premiere of the song/video on the CHAOSZINE website and distribution via the Facebook/Instagram page.
- Interview with the publication, either as a video or text.
- Price: **€600 + VAT 24% net** (discount -41%).

Advertising for festivals



Festival package Bronze

- Impressions: 100,000 in total on all desktop & mobile ad slots on the site (including parade)
- Location: Home page, Article page
- Impression distribution 80% mobile / 20% desktop
- Formats: JPG, GIF
- Sizes desktop: 980x400, 728x90
- Sizes mobile: 300x300, 250x300
- 2 week campaign that reaches an estimated 45,000 unique viewers
- A news article posted on the site and distribution via social media pages
- Visibility for CHAOSZINE (logo)
- A competition related to the event will be held on the site
- Price: **750 € + VAT 24 % net (Discount -41 %) + 8 tickets for CHAOSZINE**



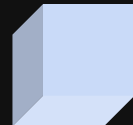
Festival package Silver

- Impressions: 200,000 in total on all desktop & mobile ad slots on the site (including parade)
- Location: Home page, Article page
- Impression distribution 80% mobile / 20% desktop
- Formats: JPG, GIF, HTML5, Video
- Sizes desktop: 980x400, 728x90
- Sizes mobile: 300x300, 250x300
- 2 week campaign that reaches an estimated 100,000 unique viewers
- A news article posted on the site and distribution via social media pages
- Visibility for CHAOSZINE (logo)
- A preview article shown on the frontpage for a week and shared to social media pages
- A competition related to the event will be held on the site
- Price: **2500 € + VAT + 10 tickets for CHAOSZINE**



Festival package Gold

- Impressions: 400,000 in total on all desktop & mobile ad slots on the site (including parade)
- Location: Home page, Article page
- Impression distribution 80% mobile / 20% desktop
- Formats: JPG, GIF, HTML5, Video
- Sizes desktop: 980x400, 728x90
- Sizes mobile: 300x300, 250x300
- A month long campaign that reaches an estimated 150,000 unique viewers
- A news article posted on the site and distribution via social media pages
- Visibility for CHAOSZINE (logo)
- Close cooperation with CHAOSZINE and the organizer from the initial stages to the aftermarketing
- Social media posts (10x)
- A preview article highlighted on the frontpage for a week and shared to social media pages
- Pre-festival Interviews with bands (3x)
- A competition related to the event will be held on the site (if needed)
- CHAOSZINE will report from the festival (written story and a photo gallery)
- Price: **5000 € + VAT + 6 normal and 4 VIP tickets for CHAOSZINE**



Festival package Platinum

- Impressions: 800 000 parade mobile & desktop
- Impressions: 200 000 video ad shown in articles
- Location: Home page, Article page
- Impression distribution 80% mobile / 20% desktop
- Formats: JPG, GIF, HTML5, Video
- Sizes desktop: 980x400, 728x90
- Sizes mobile: 300x300, 250x300
- 3 month long campaign that reaches an estimated 250,000 unique viewers
- A news article posted on the site and distribution via social media pages
- Visibility for CHAOSZINE (logo)
- Close cooperation with CHAOSZINE and the organizer from the initial stages to the aftermarketing
- Social media posts (10x)
- A preview article highlighted on the frontpage for a week and shared to social media pages
- A series of articles related to the artists (10x)
- A competition related to the event will be held on the site (if needed)
- CHAOSZINE will report from the festival (written story and a photo gallery)
- Price: **12 000 € + VAT + 6 normal and 4 VIP tickets for CHAOSZINE**

Festival package timeline

Band reveals



3 articles released by embargo arrangement or after publication

Ticket sales



- Two 2-week and 50,000 impressions banner campaigns, e.g. at the start-up phase of ticket sales and at another suitable time
- An article about the bands (or a new release)

After marketing



A preview article of the festival and two festival reviews and/or a photo gallery



Facebook: Articles will be published on CHAOSZINE Facebook page. (average of 4000 impressions)



Instagram: We publish the best festival photos on CHAOSZINE Instagram account (average 1,500 views)



Twitter: We publish the best pictures and articles related to the festival on CHAOSZINE Twitter account.

Our customers

ALL
THINGS
LIVE

NEM AGENCY

LIVE NATION

FULLSTEAM
AGENCY

EMP

NUCLEAR BLAST

CENTURY
MEDIA

UNIVERSAL
UNIVERSAL MUSIC GROUP

WARNER MUSIC GROUP

SONY MUSIC

soundtools

RH-ENTERTAINMENT

Contact us

Contacts

Partnerships and
advertising sales

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Thank You 🤘