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**Buyer's Guide**

## MTV + Aller Data unique target groups

MTV and Aller have created about 150 different target groups together. Target groups can be bought from Adform. If you wish to choose other marketplaces don't hesitate to contact us. Manager totally media independently.

Online data is collected from MTV and Aller sites that include Suomi24.fi, Seiska.fi, Katso.fi, mtv-palvelu and mtvuutiset.fi. Combining these popular media's we ensure a broad reach and good quality visitor data. Mtv + Aller data includes both journalistic and user written content. We only collect anonymous data that cannot be linked to a specific person.

We have created target groups according to IAB taxonomy taking account of Finland's markets and advertisers. We left out all the sensitive target groups like political views and sexual orientation. Target groups consist of approximately 13 main categories that have several smaller sub categories, this way you can target for example Food And Drink or more specifically smaller sub category like Barbecue.

One of our main goals is to keep our target groups fresh in order to reach right people, for example someone that has just moved would no longer need advertising in moving and relocation but would probably be interested in buying new furniture.

All the prices and segments can be found from buyer's guide and we can easily create customer specific segments for your needs!

Contact us for more information!

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**Mtv +Aller sites**

mtvuutiset.fi, MTV.fi, Suomi24.fi ja  
Seiska.fi

**10 million**  
Profiles

**72h target groups**  
Profiles with a strong purchase  
intent

**Max. 30 days**  
Target group update

**17 categories**  
Approx. 150 sub categories

<b>Art &amp; Entertainment</b>	<b>0,99</b>
Art museums	1,49 €
Movies	1,49 €
TV & Radio	1,49 €

<b>Business</b>	<b>0,99 €</b>
Entrepreneurship	1,49 €
Human Resources	1,49 €
ICT	1,49 €
Logistics	1,49 €
Stocks & Investing	1,49 €

<b>Career &amp; Education</b>	<b>0,99 €</b>
Adult Education	1,49 €
Job Search	1,49 €
Summer Job	1,49 €
Universities in Finland	1,49 €

<b>Cars &amp; Motorcycles</b>	<b>0,99 €</b>
Car Enthusiasts	1,49 €
Buying used cars	1,49 €

<b>Family</b>	<b>0,99 €</b>
Babies & Toddlers	1,49 €
Parenting	1,49 €
Pregnancy	1,49 €

<b>Food And Drink</b>	<b>0,99 €</b>
Barbecue	1,49 €
Desserts and Sweets	1,49 €
Dining Out	1,49 €
Healthy Cooking	1,49 €

<b>Health, Wellness and Fitness</b>	<b>0,99 €</b>
Allergy & Intolerance	1,49 €
Cholesterol	1,49 €
Men's Health	1,49 €
Nutritional supplements	1,49 €
Smoking Cessation	1,49 €
Weight loss and weight watching	1,49 €
Women's Health	1,49 €

<b>Home, House and Garden</b>	<b>0,99 €</b>
Furniture, Furnishing and Interior Design	1,49 €
Garden	1,49 €
Moving and Relocation	1,49 €
Renovation, Redecoration and Remodelling	1,49 €

<b>Home Appliances, Electronics and Technology</b>	<b>0,99 €</b>
Laptops	1,49 €
Smart Phones	1,49 €
<b>Hobbies</b>	<b>0,99 €</b>
Literature and Creative Writing	1,49 €
Console & PC Gaming	1,49 €
Hiking, Trekkin and Camping	1,49 €
<b>News, Politics and Society</b>	<b>0,99 €</b>
Green values	1,49 €
Social issues	1,49 €
<b>Personal Finance, Housing and Real Estate</b>	<b>0,99 €</b>
Credit, debit and loans	1,49 €
Financial planning	1,49 €
Housing sales and markets	1,49 €
Insurance	1,49 €
Investing	1,49 €
Tax Planning	1,49 €
<b>Sports</b>	<b>0,99 €</b>
Boxing	1,49 €
Football	1,49 €
Ice Hockey	1,49 €
Bodybuilding	1,49 €
Running	1,49 €
Swimming	1,49 €
Motor sports	1,49 €
<b>Travel</b>	<b>0,99 €</b>
Cruises	1,49 €
Traveling with kids	1,49 €
Flights	1,49 €
<b>72h</b>	
Fashion & Beauty	2,00 €
Food & Drink	2,00 €
Holidays	2,00 €
Home Appliances	2,00 €
Movies	2,00 €
Travel	2,00 €

Trending in Finland	
Parliament Election	1,49 €
Pollen Allergies	1,49 €
Sailing & Boating	1,49 €

MTV+Aller Data tarjoaa entistä tarkemmat ja suuremmat kohderyhmät tuloksekkaaseen onlinemainontaan. Kaikki kohderyhmät ovat käytettävissä mediariippumattomasti ja ovat ohjelmallisesti ostettavissa Googlen ja Adformin ostotyökaluissa. Mikäli etsimäsi kohderyhmä puuttuu, ote meihin yhteyttä niin räätälöimme sivulle tarpeisiin sopivan.

MTV+Aller reserves the right to change product pricing  
Prices do not include VAT

