



**Otavamedia
has always
focused on
quality.**



**This is why we have
wanted to understand
from the beginning
what customers really
value.**

The answer does not fit into one word.

One's heart beats for technology and tested facts. Another's for cheesecake and sourdough bread. The third's for social phenomena. The fourth is for taking care of wellbeing.

The greatest customer understanding comes from not seeing the mass, but the individual.

Understanding that everyone is unique.



**OTAVA
MEDIA**

A photograph of a group of people in a social setting. In the foreground, a woman with blonde hair tied back is wearing a dark, patterned sweater. She is looking towards the left. In the background, other people are visible, including a woman with dark hair and a man with a beard. The lighting is warm and slightly blurred, creating a sense of a candid moment.

**People seek to join
others with similar
passions.**

To help you reach your target audience,
we have created Otava Profiles united by
different passions.

With the help of Otava Profiles, you can
get your message to where your
customer's genuine interest lives

And the heart is open.



OTAVA
MEDIA

The most popular Otava Profiles



The Motor-minded



Wellbeing enthusiasts



Fashionistas and beauty care fans



Wilderness and outdoor enthusiasts



Gardeners



Technology and game enthusiasts



Home cooks and bakers



Homebodies and renovators



Families with children



Decision makers



Golfers



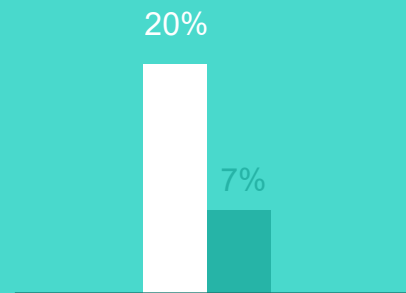
Your brand's own customer profile

A group of four people, two men and two women, are walking across a lush green golf course. They are dressed in casual golf attire. The man on the far left wears a dark blue polo shirt, dark trousers, and a brown cap, carrying a golf club. The woman next to him wears a light pink polo shirt and matching pants. The woman in the center wears a dark blue polo shirt and light-colored pants, also holding a golf club. The man on the far right wears a light green polo shirt and blue trousers, carrying a golf club. They are all smiling and appear to be enjoying their time. The background features a line of trees and a bright sunset sky, with the sun low on the horizon, creating a warm, golden glow. A red flag on a pole is visible in the distance on the right.

Otava Profile: Golfers

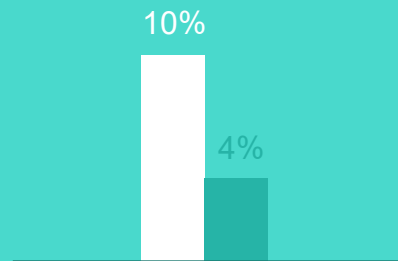
Hole in two

Wealth and...

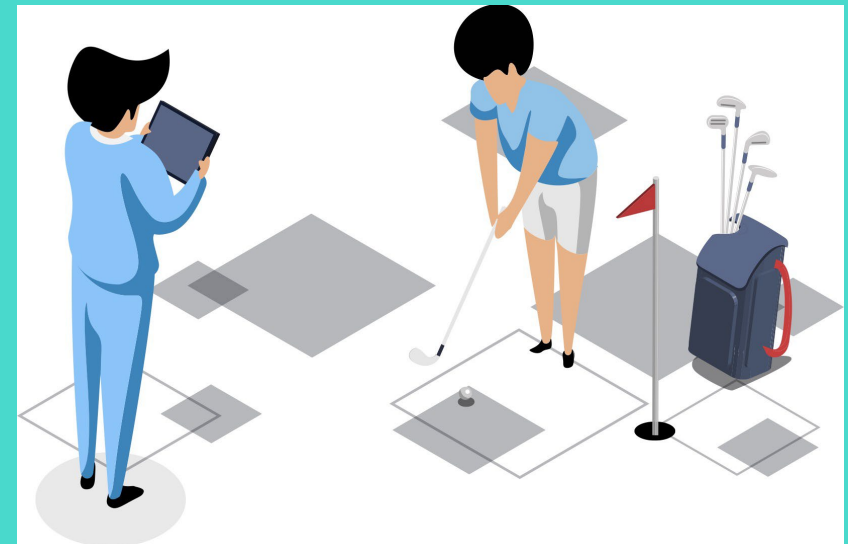


20% of golfer households have their yearly income higher than 100K €, resp. share of the general population being 7%.

...influence



10% of golfers are in leading positions at work, resp. share of the general population being 4%.

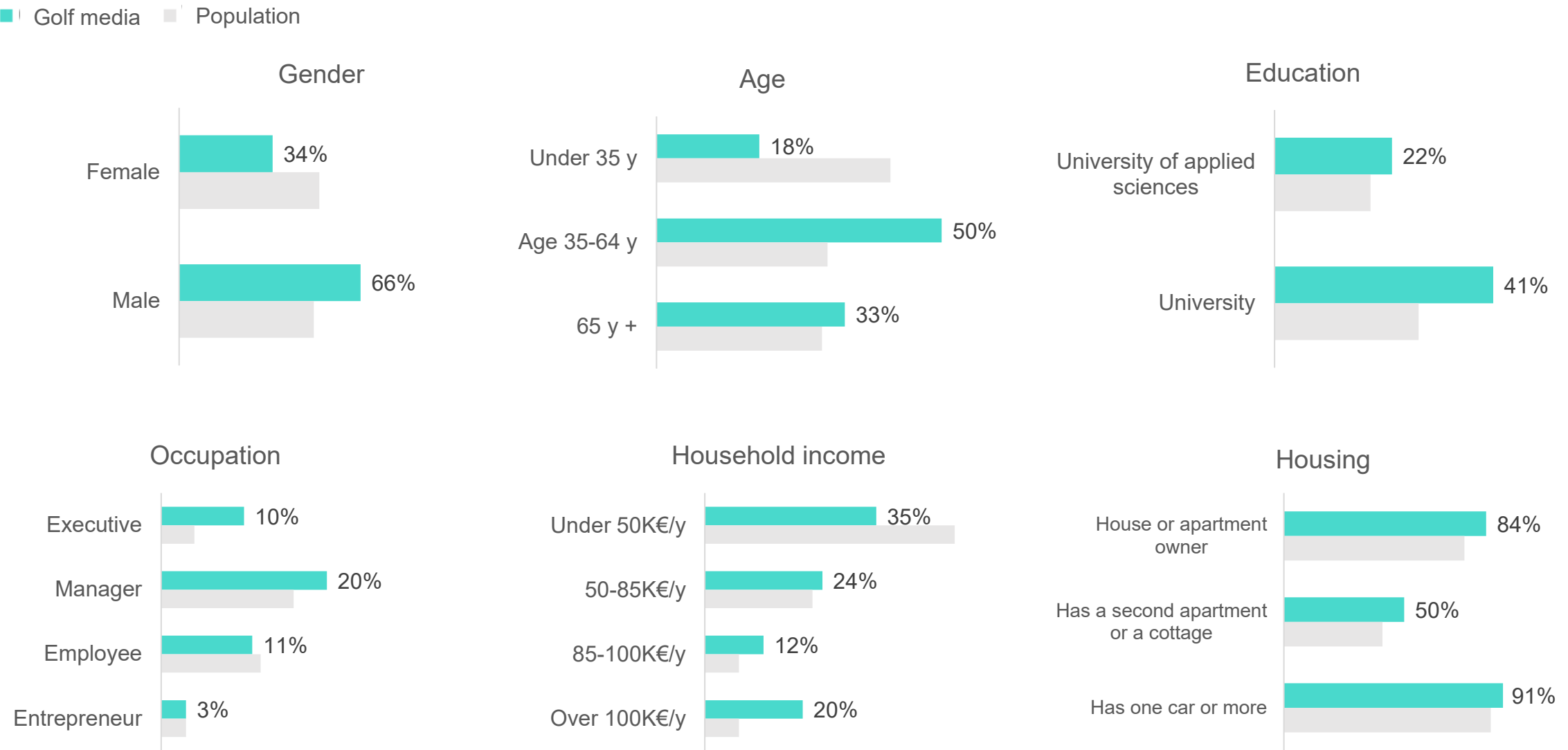


GOLFERS value their health and well-being, they enjoy life and love to travel. Most of the golfers own their house or apartment, and spend time at their second apartment or cottage. They are interested in economy, technics, building and renovation, but also boating. In the work life they are often in executive or managerial positions.

Companies can help golfers to reach their goals for a better living by offering them relevant products and services. Be part of their success story!



Golflehti magazine and Golfpiste.com profile

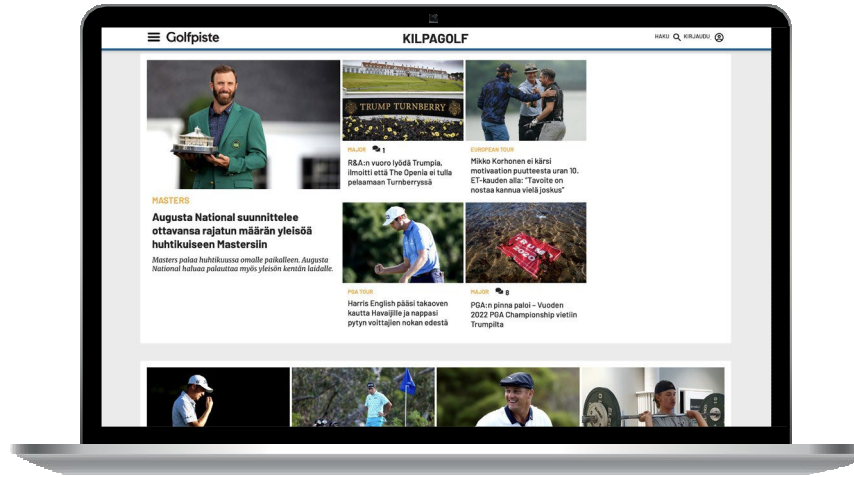


Source: National Readership Survey 2022 15+years 4 300 000, Golflehti magazine, est. 173 000, Kantar TNS Oy, Golfpiste.com unique weekly visitors 33 000, FIAM wk 22/2022





We reach the entire golfer audience



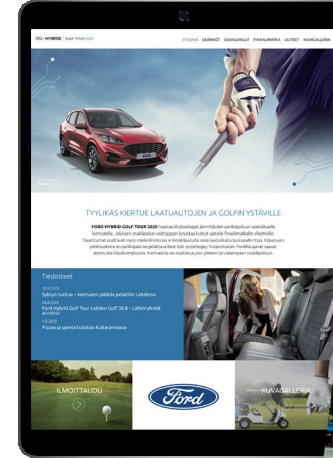
Golfpiste.com

82.000 weekly unique visitors
(over 250.000 monthly unique visitors)



Golfpiste Podcast

Almost 80.000
listeners/month



Events

Over 70 events and
10.000 face-to-face
encounters



Golflehti magazine

173.000 readers
Distribution to over 100.000
golfer households



Newsletter

40.000 subscribers
Open rate avg 40 %



Golfpiste Member card

Valued benefits for thousands
of members



Social media

Relevant and wide reach
through our social media channels



**OTAVA
MEDIA**

