

BLACK WEEK & CHRISTMAS 2026



Bring your seasonal offers to Finland's fastest-growing sports media network. Our clubs and athlete creators have over 740,000 Instagram followers combined. Connect your brand with their everyday lives.

BLACK WEEK

Put your offer in focus. Drive traffic to your online store and retail locations.

ACTIVATE

€2,900

/ one season

A focused campaign through selected sports communities.

CHRISTMAS

Make your gifts stand out. Inspire shoppers and stay front of mind.

AMPLIFY

€4,900

/ one season

More media, communities or TGC to match your goals.

BOTH PACKAGES INCLUDE

Selected sports communities, organic and paid distribution, basic asset adaptation, CTA / linking, coordination, optimisation and reporting.

Your assets, TGC or a hybrid. Media and production are balanced within the package budget.

BLACK WEEK + CHRISTMAS

Book both seasons and save 20%.

ACTIVATE

€4,640

2 campaigns / net

AMPLIFY

€7,840

2 campaigns / net

-20%

Media agencies receive 15% off standard gross package rates: ACTIVATE €2,465 and AMPLIFY €4,165 net / season. Combination packages are net priced; discounts cannot be combined.

All prices exclude VAT. The combination offer applies to standard packages. Add-ons are priced separately.

YOUR ASSETS. TGC. OR BOTH.

YOUR ASSETS

Use your existing video, image or carousel. With no new production required, more of your budget can go towards reach.

TGC CONTENT

Team Generated Content: original content made by a club or team brings a community voice to your message.

HYBRID

Combine your offer creative with community content. The right content and media mix is built around your campaign goals.

+ CREATOR ADD-ON

An athlete's own voice.

Add an athlete creator for their audience, personality and personal take on your product or gift idea.

Priced separately based on the creator, scope and usage rights.



Example from the network: Vilma Nissinen.

Add more reach.

Increase media and club coverage for larger campaigns. Additional media follows the current rate card.

Add more TGC.

TGC production: €450 per club. Includes briefing, production coordination and one approval round.

The impression guarantee, communities and content are confirmed in the proposal for your chosen mix. Impressions are not unique people reached. Channels and usage rights are agreed separately. TGC is club-specific; clubs and creators are subject to availability.

RESULTS THROUGH SPORTS COMMUNITIES

DNA

From video to clicks

DNA's existing video, five football clubs and paid distribution generated 1,085 link clicks.

K-CITYMARKET x HOPE

Stories inspired action

18 clubs shared school memories to promote the collection. 7,141 backpacks were donated during the campaign.

HELSINKI OUTLET

Club offers drove sales

An offer shared by four clubs brought the first shoppers to the checkout just a couple of hours after posting.

Results from previous campaigns. Click a card to open the case study.

Let's build your seasonal campaign.

These packages are examples. Every campaign can be tailored to your objectives, audience and budget.

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Media kit & asset specifications