

OmaMaitse



Oma Maitse (One's Taste) that went into publication in 2005 is a food magazine with the largest readership and print run in Estonia. It is an interesting and diverse magazine with reading material and ideas for anyone interested in food-related articles.

CONTENT

Oma Maitse inspires both domestic cooks and chefs. The magazine mediates the experiences of various people and also offers know-how, advice and tips. Oma Maitse provides an overview of the latest food-related news and trends and is itself a trend-setter in the world of food. The magazine is practical: every monthly issue includes about a hundred recipes and tips on preparing and serving dishes and offering a selection of drinks. Other articles discuss food-related health issues, national cuisines, authentic local food, gourmet chefs and much more. The Oma Maitse sections are: Tasty Treats, Food for the Mind, Today in Kitchen, Visit, Star, Flavors of the World, Authentic Taste, Cooking School, Food and Wine, A Sweet Life, Domestic Help etc. The magazine collaborates with Good Food, one of the leading cooking magazines in the world. The texts and design of Oma Maitse acknowledge the expectations, wishes and recommendations of its readers. The magazine's core volume is 84-100 pages.

EDITORIAL BOARD

The magazine employs 2 editors, a designer and a language corrector. The Oma Maitse team also includes an advertising and marketing manager.

Publisher AS Ajakirjade Kirjastus

Department of Advertising:

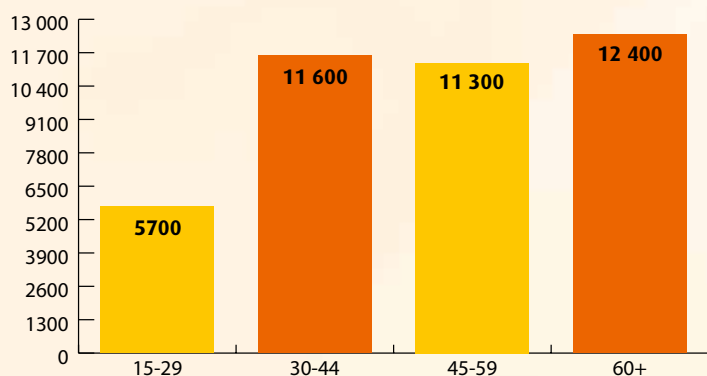
Niine 11, 10414 Tallinn, 6th floor tel 666 2660

OmaMaitse

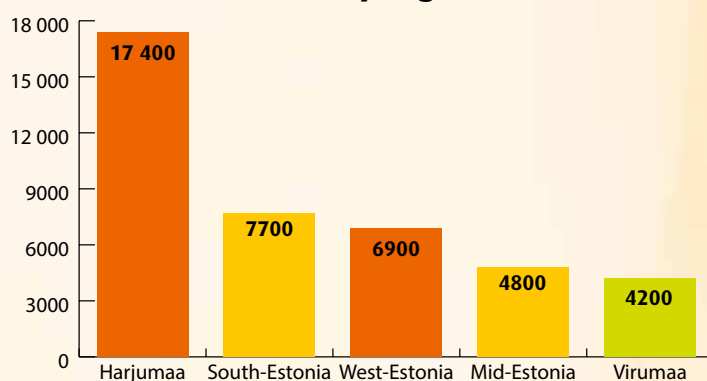
READER

Oma Maitse reader values both making and enjoying food. The magazine is read by both domestic cooks and chefs and also by anyone in search of new ideas. Oma Maitse has **40 900** readers.

Oma Maitse readers by age



Oma Maitse readers by region



Source: EALL, Faktum Ariko OÜ, 2017 first half-year

Advertising price list

Size	1 page	1/2 page	1/3 page	1/4 page	Back cover	Page 2, Inside back cover	Double page	Double page (p 2-3)	
Dimensions (width x height)	210x280	210x137 or 102x280	210x90 or 72x280	210x71	210x280	210x280	210x280	(210x280)x2 or 420x280	(210x280)x2 or 420x280
Framed		184x121 or 90x247	184x79 or 58x247	90x121					
Price of ad space	1400	800	600	500	1800	1800	1600	2200	2800
Product news	320								
Recipe	190								

Publisher AS Ajakirjade Kirjastus

Department of Advertising:

Niine 11, 10414 Tallinn, 6th floor tel 666 2660