ALLER MEDIA FINLAND’S DIGITAL TRANSFORMATION

ELINA SCHÜLLER
Director, Media Business

@ElinaSchuller
@AllerMediaOy
ABOUT ALLER MEDIA

- DANISH MAGAZINE PUBLISHER SINCE 1873
- OPERATES IN THE NORDIC COUNTRIES
- ALLER MEDIA FINLAND
  2 WEEKLIES, 1 DIGITAL PLATFORM,
  ONLINE DATING SERVICE, MARKETING
  AND DATA BUSINESS
ALLER FINLAND

- **FOUNDED IN 1992**

- **2 SUBSIDIARIES:**
  - DINGLE & DATA REFINERY

- CA. **200 EXPERTS WORKING IN HELSINKI**

- **TURNOVER IN 2017-2018:**
  - **44 MILLION €**
FROM A TRADITIONAL MAGAZINE PUBLISHER...

... TO A MEDIA, MARKETING AND DATA GROUP
3 COMPANIES: Aller 

From quality journalism to quality content marketing (B2C → B2B)
WHEN CONSUMERS STARTED BUYING FEWER MAGAZINES, OUR TOP JOURNALISTS STARTED MAKING MAGAZINES FOR BRANDS
JOURNALISTIC CONTENT BUSINESS
GOING STRONG: FOOD, HOME DECORATION,
HEALTH AND OTHER TOPICS
Aller Finland’s most profitable and best-known brand
SEISKA REACHES OVER 1M READERS EVERY WEEK
(FINLAND’S POPULATION IS 5.5M)

- ESTABLISHED 1992
- 340,000 PRINT READERS WEEKLY
- SEISKA.FI: 700,000 VISITORS AND 5–7 M PAGE VIEWS WEEKLY
- DIGITAL REVENUE HAS INCREASED MORE THAN 200% 2017–2019
Mira Luodin kitastirkas Mika AH Haapasalo on remontoinut pillopirttään hiki hatussa – kuvat piskuisesta

Lue ensimmäisenä uusimmat julkisuutiset! Osallistu ekstrakilpailuihin ja tilaa mahtavia fanituotteita.
WHAT ARE OUR
SUCCESS FACTORS
IN DIGITAL
TRANSFORMATION?
OUR CULTURE - ONE OF OUR KEY SUCCESS FACTORS

LOW HIERARCHY

EMPOWERING PEOPLE AND TEAMS

TRANSPARENT COMMUNICATION

CULTURE THAT SUPPORTS INNOVATIONS