

## New Ellit.fi campaign store combines content and shopping online

**Finnish media group Otavamedia's Ellit.fi website for women now features exercise, weight watching and health content that is linked to the online Ellit Store selling weight loss products. The solution combines Ellit's practical health, exercise and weight loss content with an easy way to purchase wellness products online.**

"Our visitors are naturally interested in losing weight and exercise, including practical tips and guidelines, especially now at the start of the year. Many of our visitors are also looking for peer support, motivational experiences and information about interesting products to help them lose weight. Our new package combines content with a great way of shopping for related products," says **Kristiina Hollstén**, Senior Producer at Ellit.

The product assortment offered by the Ellit Store is updated weekly and is selected according to Ellit.fi's target audience and current content. The online store is maintained and administered by Grass Bay Media Oy, a subsidiary of Fiare Oy that supplies the service and its technical implementation.

"Consumers browse the internet according to the content that interests them. With its new campaign store, Ellit.fi effectively combines content aimed at consumers interested in exercise, health and weight watching with shopping opportunities for related products," says **Kirsi Johansson**, Managing Director of Grass Bay Media.

The content package on Ellit.fi can be viewed online at [ellit.fi/liikunta-ja-terveys/laihutus/](http://ellit.fi/liikunta-ja-terveys/laihutus/).

### **Further information:**

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### **Otavamedia**

Otavamedia Oy publishes 32 magazine titles in Finland, including Seura, Anna, Suomen Kuvalehti, Tekniikan Maaailma and Kotiliesi. Otavamedia's Customer Communications Unit produces and also publishes customer magazines for companies in print, internet, online and iPad formats. Online services are offered by the portals Plaza.fi, Ellit.fi, Muropaketti.fi, Dome.fi and Ruoka.fi, as well as by NettiX Oy, whose most popular website is Nettiauto.com. NettiX's subsidiary Ampparit Oy is a company that develops online business and whose products include a news headline service.

Otavamedia also has four book clubs, the most popular of which is the Suuri Suomalainen Kirjakerho. In addition to these book clubs, the company has an online bookstore and provides the Libricard book gift certificate service for businesses and consumers.

Other Otavamedia companies include DeCo Media Oy, Suomen Kuvapalvelu Oy and Lakiperintä Oy in Finland and Ühinenud Ajakirjad AS, which publishes four magazine titles in Estonia. Otavamedia also owns Suomen Golfpiste Oy, which publishes the official magazine of the Finnish Golf Union. Otavamedia and its subsidiaries had combined net sales of EUR 165 million and 503 employees in 2012. Otavamedia Oy is part of the Otava Group.

### **Fiare**

Fiare creates online business for media companies. The software developed by Fiare serves both classified advertising and e-commerce and offers new business opportunities for companies. Fiare has maintained Finland's leading classified car ad website Nettiauto.com (Otavamedia) and other NettiX advertising websites since 2006.

Over the past 13 years Fiare has delivered numerous trading platforms for different markets. The sales websites implemented by Fiare cover 13 different business sectors in 15 countries in Scandinavia, Great Britain, the USA, Italy, Spain, the Middle East and East Africa.