

# Reach Gluten-Free Consumers via the Finnish Coeliac Society's Social Media Channels

Through the Finnish Coeliac Society's social media channels, you can directly reach consumers who are especially interested in gluten-free products. Our followers actively seek information about new and trusted gluten-free options.

The Finnish Coeliac Society is a reliable expert in gluten-free living.  
We collaborate with companies that offer safe, certified gluten-free products.

Take advantage  
of targeted  
visibility on  
social media!

## Audience Reach

- Over 10,000 followers on Facebook
- Approximately 6,200 followers on Instagram
- Our posts are viewed around 1.2 million times annually

## Advertising Format

Your ad will be published as an organic post featuring an image or video (reel) and promotional text.

## Pricing & Visibility

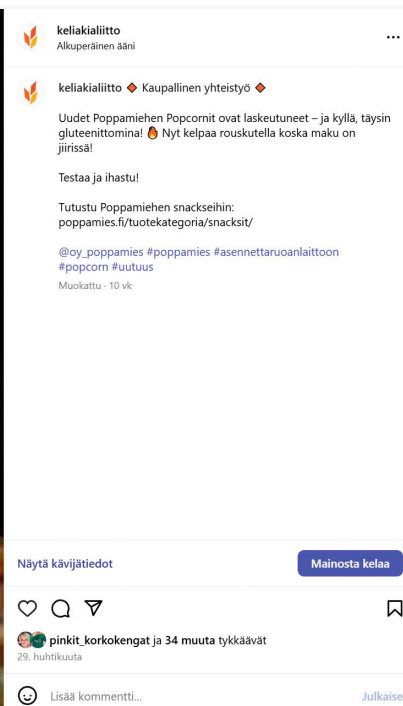
- **Facebook & Instagram: 550 € per post**
- **Special offer: 1,000 € for two posts**
- Includes ongoing visibility on our social media feed

## Booking & Materials

- Reserve your slot and agree on the publication date in advance: [marjo.jokinen@keliakialiitto.fi](mailto:marjo.jokinen@keliakialiitto.fi)
- Submit materials at least one week before publication: [viestinta@keliakialiitto.fi](mailto:viestinta@keliakialiitto.fi)

## Material Requirements

- Images: JPG format, sized according to platform or 4:5 ratio (1080 × 1350 px)
- Videos: MP4 or MOV format, max 30 seconds, 16:9 ratio (1080 × 1920 px)
- Text: Max 500 characters, up to five hashtags
- We reserve the right to edit the text for clarity or formatting
- Include a website link and/or the name of the page or profile to be tagged on Facebook and Instagram



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AN EXAMPLE  
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