

EST. 2020

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TAIVASALLA MEDIA KIT 2022

2023

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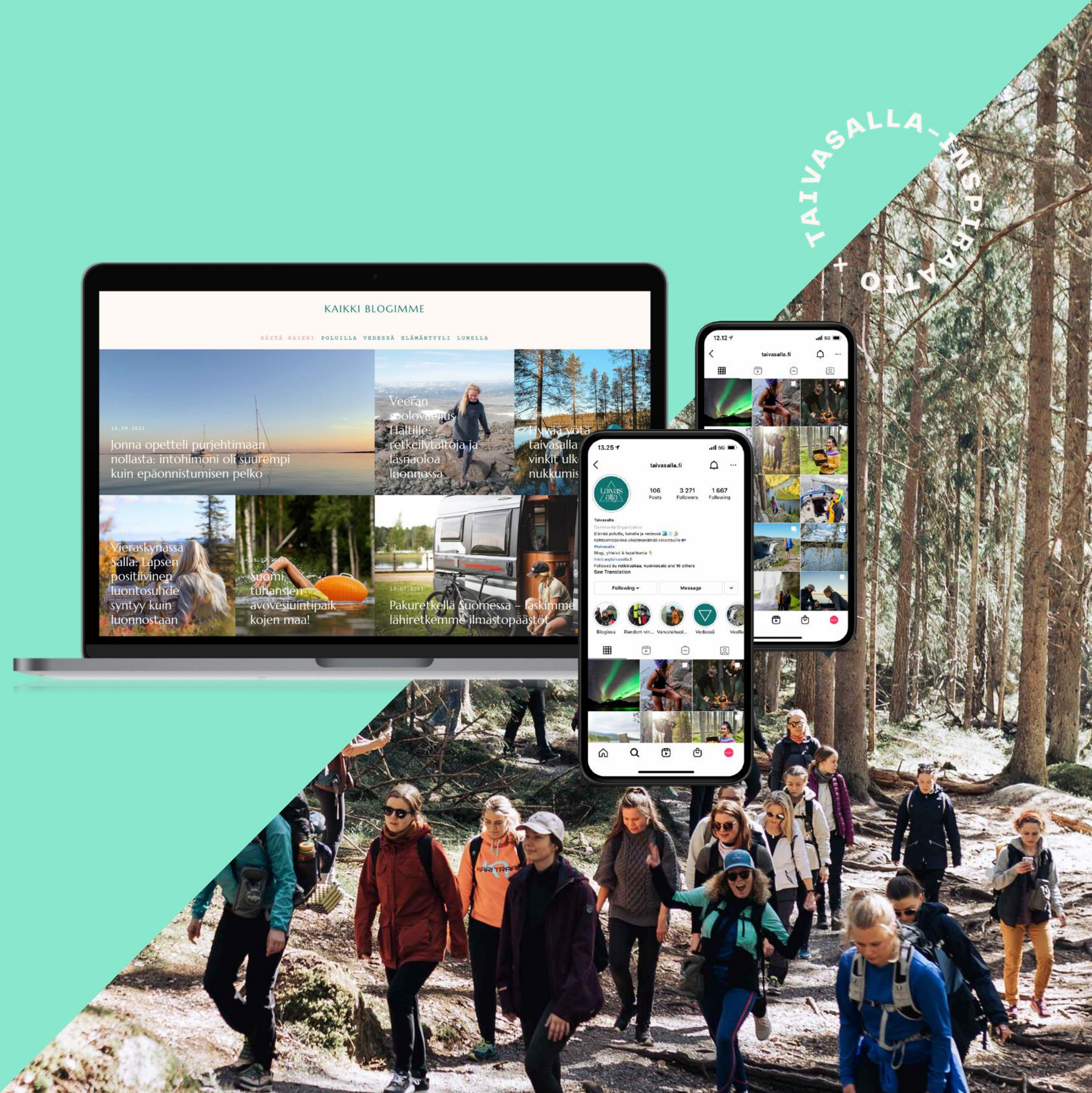
Community for Female Outdoor Lovers
Est. 2020

Taivasalla

Meaning 'Under the Sky' in Finnish

Finnish outdoor media
taivasalla.fi

Instagram account @taivasalla.fi
Facebook Group and page
Digital and live outdoor event organizer



TAIVASALLA - INSPIRAATIO
+ OILTAVAUTIO



Taivasalla...

Our mission is to bring more female voice and experiences to the outdoor field!

We are a community! Inspirational platform to connect with other Finnish outdoor enthusiasts. Through our online medias and events we wish to inspire, courage and build a supportive community for the like-minded

We share **creative and high-quality outdoor stories**, experiences, and diverse content in line with our values.

A collective of eight outdoor women. Among us, you will find outdoor enthusiasts with skills in marketing and event production. For us Taivasalla is a passion project, which we develop with high quality and determination.

We are a micro-influencer **who reaches an engaged target group**, especially 25–45 age Finnish women who want to practice and actively engage in outdoor recreation.





COLLABORATION WITH BRANDS

We are happy to collaborate with like-minded brands to share the joy of outdoor life.

Our expertise:

- Influencer marketing in Taivasalla blog and social media
- Content creation for brands; video and photoshoots, copy writing and social media content
- Event collaboration in Finland

Taivasalla Brand Collaborations



MERRELL HIKING CLUB
content production; photos and texts for Merrel Hiking Club blog and social media

Taivasalla x Merrell Hiking Club event for 30 female hikers in Nuuksio 2022



ALPRO
Winter swimming Instagram-LIVE production

Live production and Alpro giveaway competition on Taivasalla Instagram



HAGLÖFS
Content collaboration on Taivasalla blog and Instagram

3 x blog and 3 x Instagram feed and stories promoting Haglöfs outdoor products



PARTIOAITTA
Content collaboration on Taivasalla blog and Instagram and Instagram-LIVE

A large group of approximately 30 people, mostly women, are posing for a group photo in a sunlit forest. They are arranged in several rows, with some kneeling in the front and others standing behind. Many of them have their hands raised in the air, suggesting a celebratory or joyful occasion. They are dressed in outdoor hiking attire, including jackets, hats, and backpacks. In the foreground, a fluffy, long-haired dog with white and brown fur is sitting on the ground. The background is filled with tall, thin trees and a dense forest extending into the distance under a clear sky.

Taiivasalla in numbers

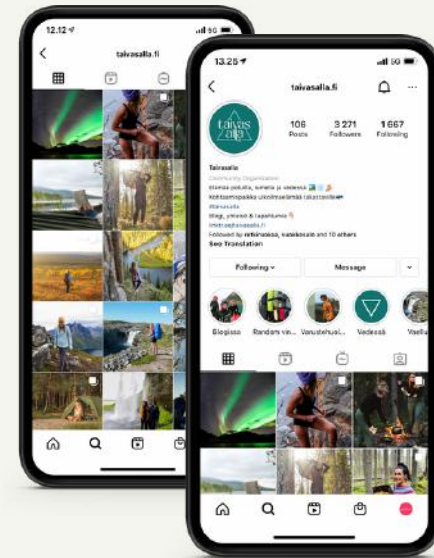


TAIVASALLA IN NUMBERS

Taivasalla community was established in January 2021.
Since that our community has grown organically to these numbers:

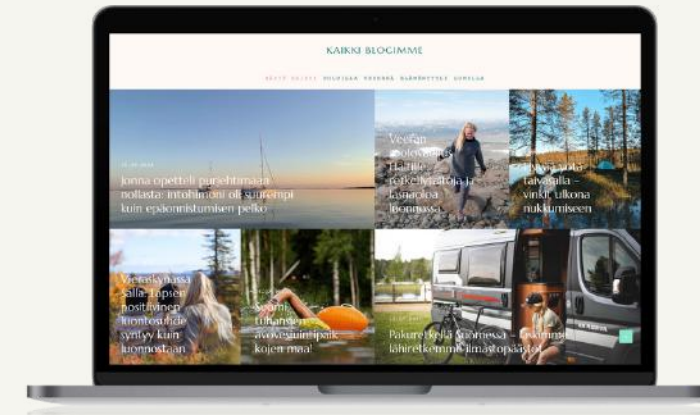
+15000

FACEBOOK-GROUP MEMBERS



+56000

INSTAGRAM-FOLLOWERS



15000

AVE. UNIQUE CLICKS ON THE WEBSITE

TAIVASALLA TEAM REACHES ON INSTAGRAM

17 000*

FOLLOWERS

*Taivasalla-Instagram account + 8 team members' private Instagram accounts

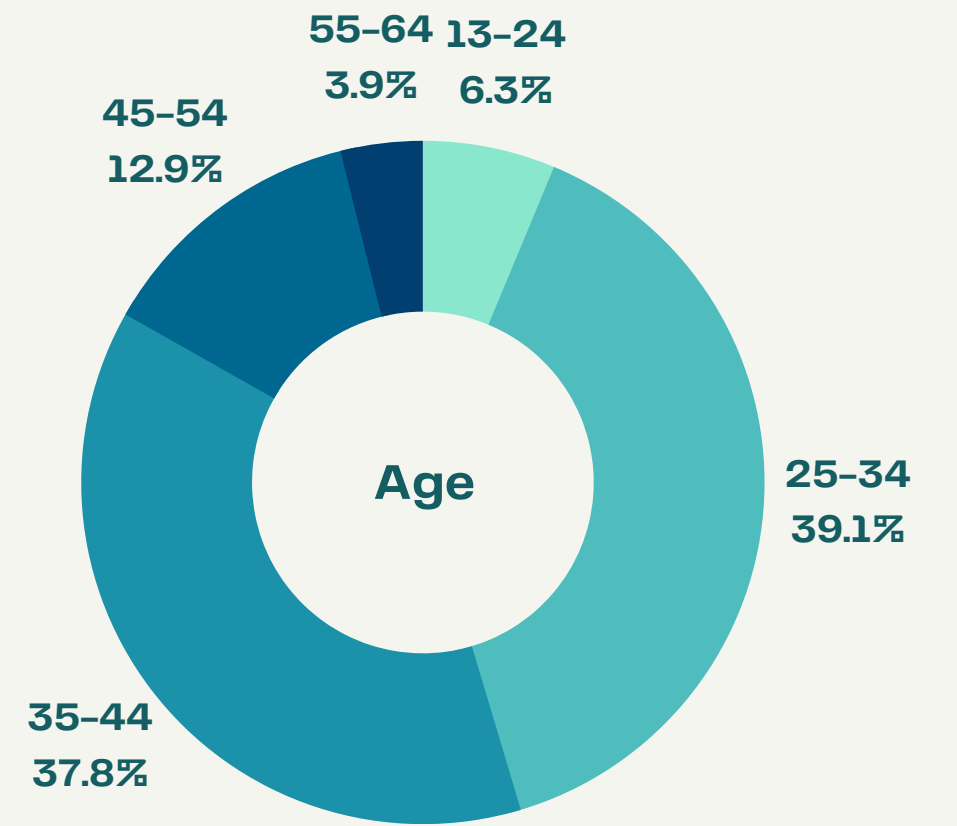
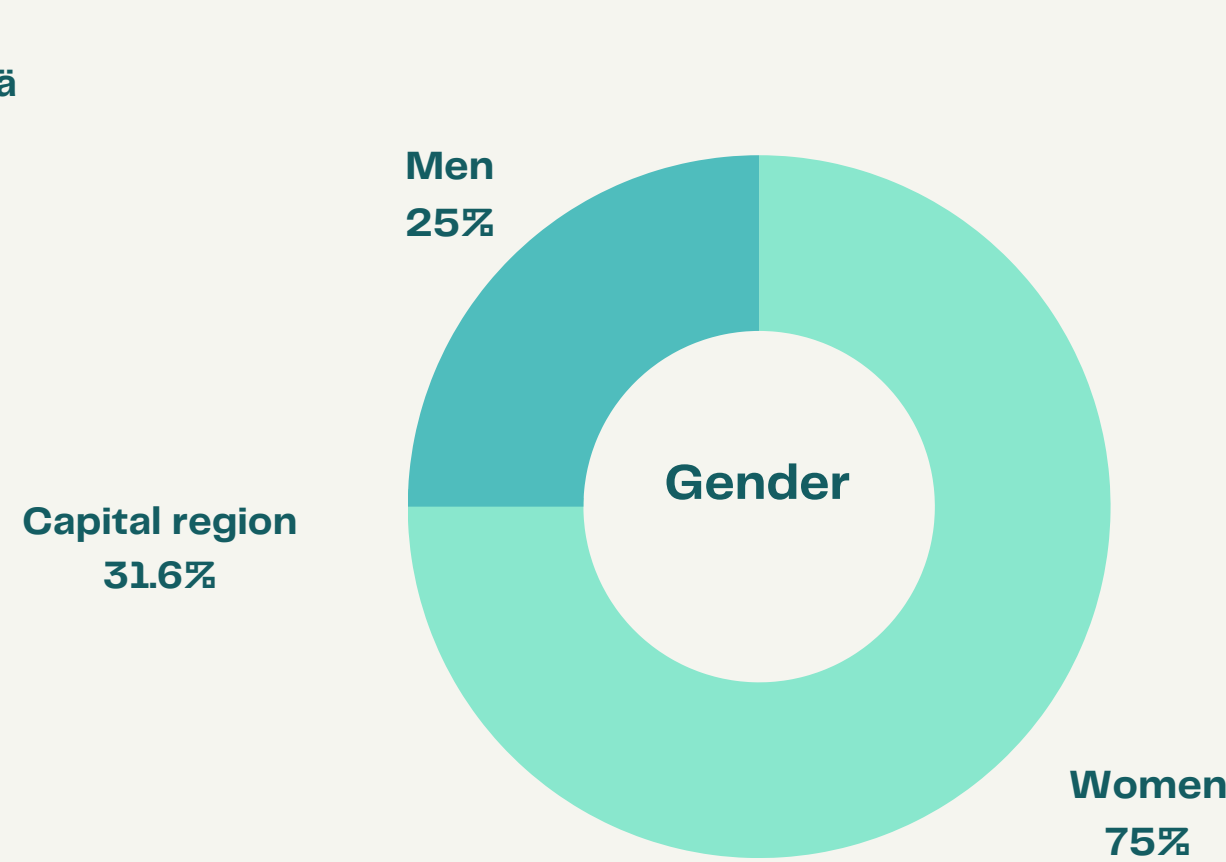
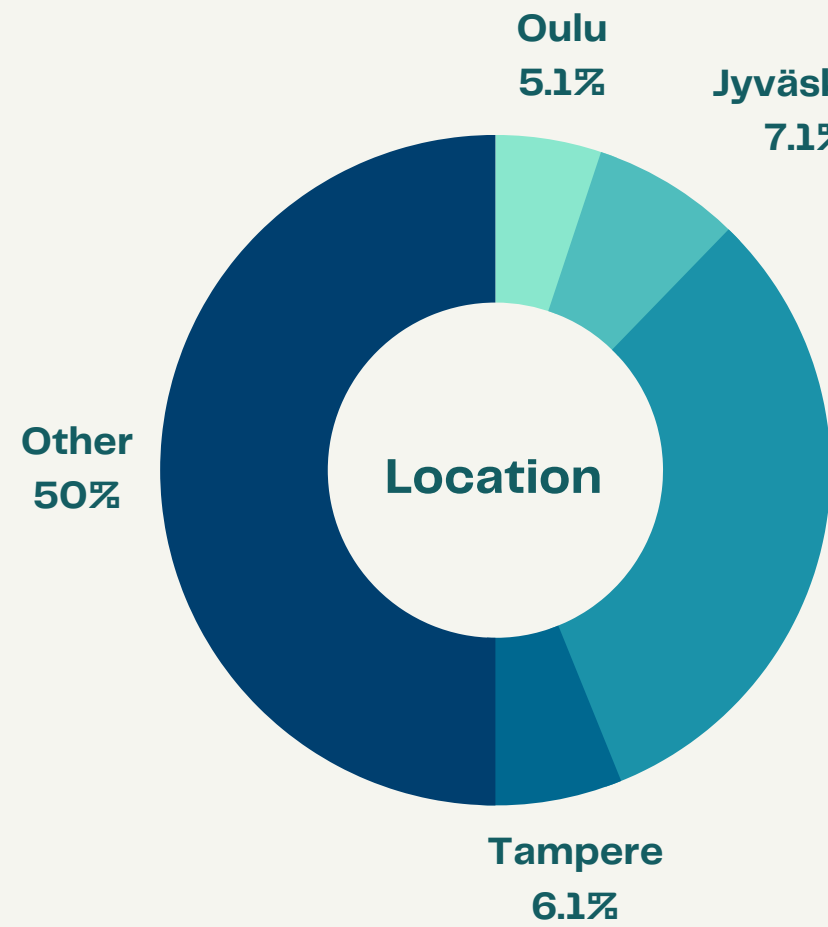
AVE. ENGAGEMENT RATE ON INSTAGRAM

3-5 %



Taivasalla Instagram followers (%)

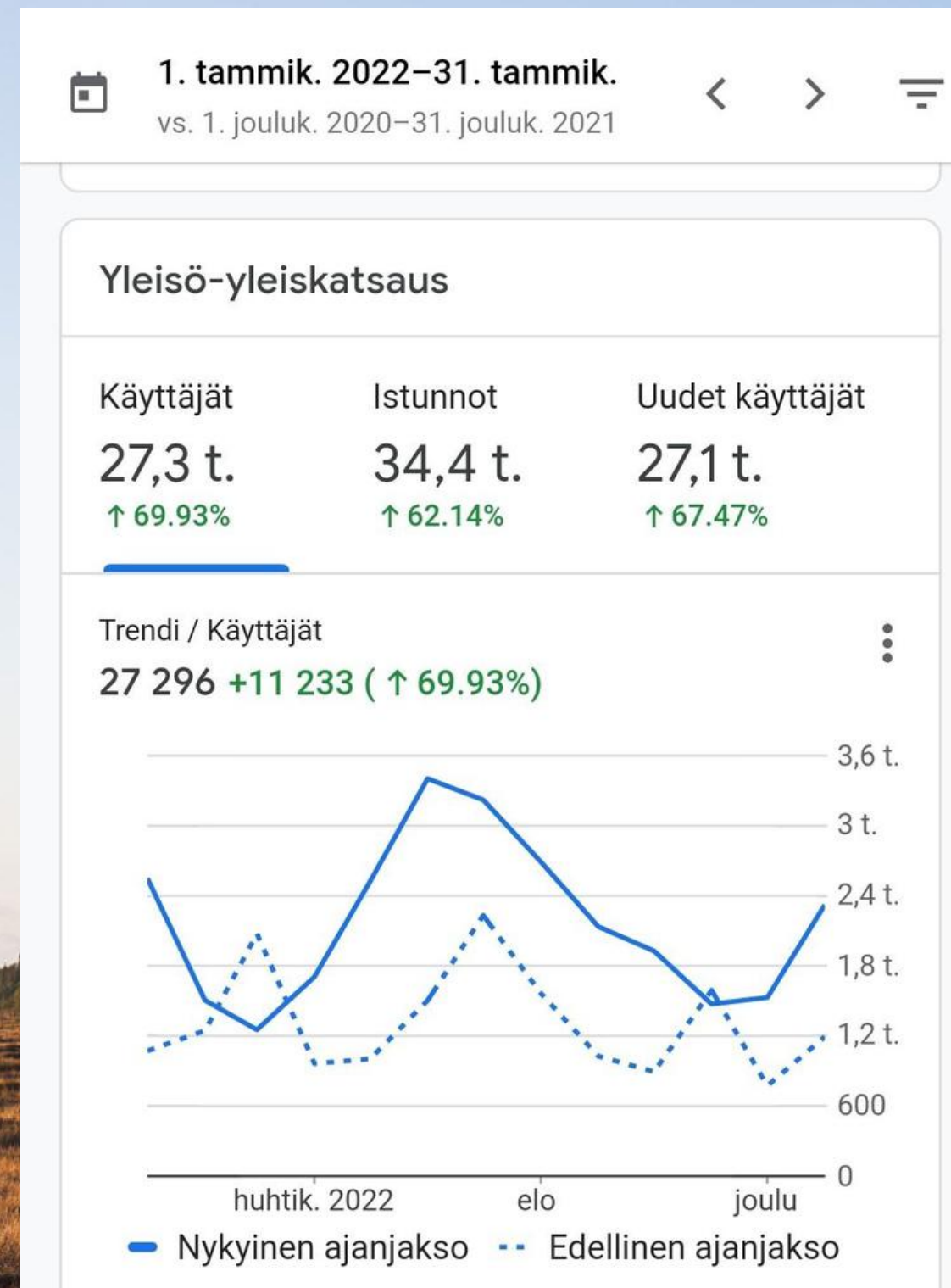
Our language is Finnish and 67 % of our followers are located in Finland.



OUR BLOG AND WEBSITE ARE PLATFORMS FOR INSPIRATION AND COMMUNITY BUILDING

Our blog is an inspirational platform, where we share real outdoor stories, science news, tips, and tricks for outdoor life. Content is actively updated and SEO-optimized.

27,1k unique users 01.01.-31.12.2022
Source: Google Analytics



Taiivasalla team





Taivasalla-team is a team of eight active outdoor women. Some of us are urban outdoor lovers and some wilderness fans, all connected by the passion for Nordic outdoor life.

We share a great combination of various talents: outdoor guiding, fitness instruction, photographing, event and marketing skills. Our girl gang is spread around Finland, from the northern parts of Lapland down to the southern archipelago and urban nature in Helsinki.



Sonja Ikonen

**Nordic Master in friluftsliv, writer,
digital marketing**

Sonja is a road trip lover who packs either the skis or surf board with her. She is enthusiastic story teller and marketing expert, who also has a Master's degree from Nordic outdoor recreation.

 @zzonya 900 followers



Henna Törmänen

**Nordic Master in friluftsliv, writer,
event producer**

Henna loves all types of adventures outdoors. Four seasons and Nordic nature are her inspiration and source of wellbeing. Henna is a creative writer and a prompt project manager, also a Master in Nordic outdoor recreation.

 @henna_the 1600 followers



Veera Malmivaara

**Sports instructor, content creator,
Masters in Sports Management**

Veera is in her element in nature. She inspires people to move as a fitness instructor and trail running educator. She engages people on her Instagram account and is also an eager student in sports management.

 @veeraamalmivaara 4660 followers



Annika Mäkelä

**Content and event production,
Photography**

Annika lives in the Åland Islands and takes her surfboard out to the Baltic Sea throughout the year. She also loves the powder snow under her snowboard. Annika is a creative soul, photographer, and a skilled event producer who currently studies in a Master of Arts program.

 **@m_akinna 2200 followers**



Maria Geddes

**Graphic design,
sales and marketing**

Maria is a board-sport enthusiast who enjoys the snowy mountains on her snowboard. You can also find her from the summer cottage, where living close to nature is the best thing she knows! Maria is a brand wizard and the Taivasalla graphic design creator.

 **@mgdes & @studio_geddes**



Henna Palosaari

**Content creator, Wilderness guide and
extreme-outdoor sports instructor**

Adventure is a lifestyle for Henna. This lady takes her trips on to a next level – 2020 she bikepacked the whole Finland around. Besides being an inspiring content creator, she also holds a Master’s degree from Economics and is a skilled outdoor guide.

 **@hennapalosaari 13,5k followers**



Sanna Keistinen

Web design, photography

Finnish forests are Sanna's hidden gems. Besides photographing or designing and coding pro web content, you can find her hiking in the national parks, surfing or cold water swimming in the Baltic sea.

 @sannasinne



Hanna Rusanen

Event marketing, marketing, content creator

Outdoor life stole Hanna's heart when she lived mountains in her backyard. Nowadays, Hanna is a fanatic trail runner who relaxes in her summer cabin. Hanna is also an expert in sports marketing and events.

 @hanehanneli 830 followers



Contact us for collaboration!

Email

hello@taivasalla.fi

Website: taivasalla.fi

Instagram: @taivasalla