

Tuoteutiset

Media Info

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✂ What new Tuoteutiset has to offer 2011

**The year 2011 is looking promising for us all
- the industry is on the rise and IT investments are increasing.**

What can Tuoteutiset offer you this coming year?

Tuoteutiset isn't just a printed publication, it's also an electronic media channel – and the best thing about it is, that it's completely free to all of our valued customers.

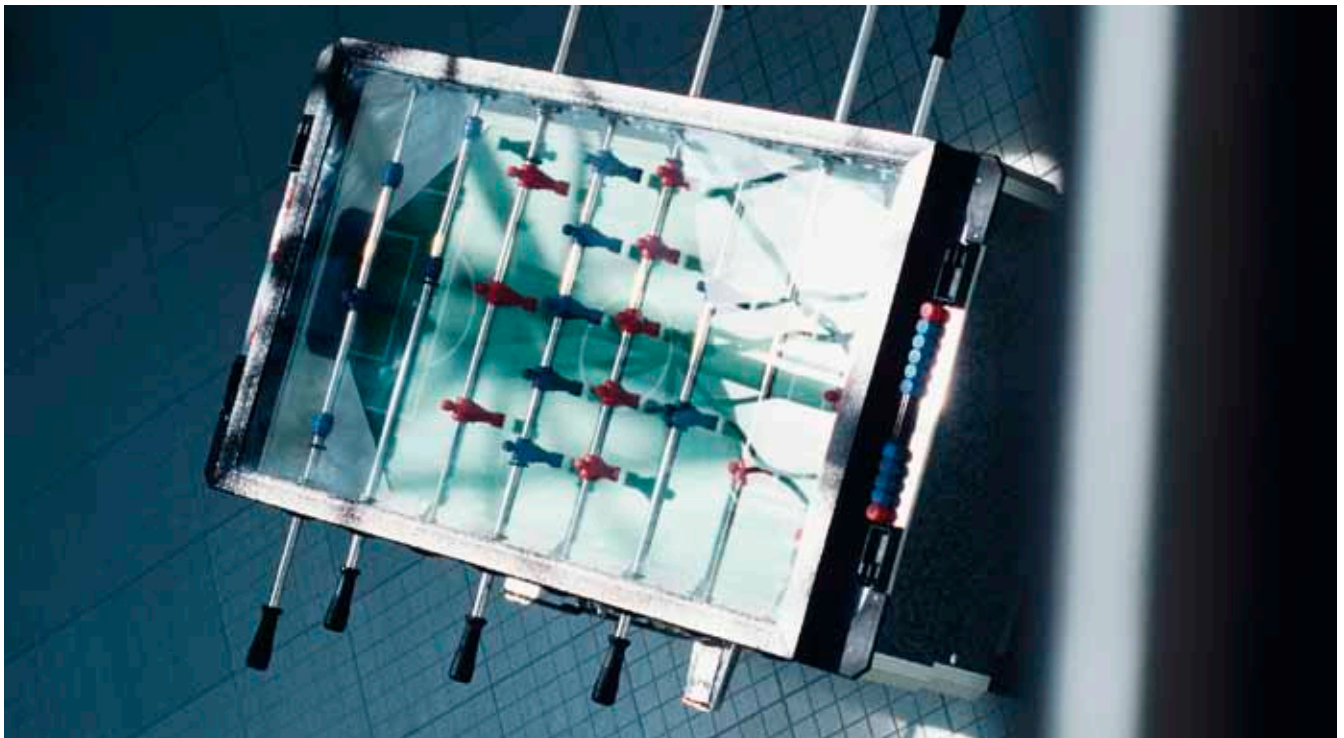
The idea behind Tuoteutiset has remained the same since the very beginning; to provide our customers with media space for both advertisements as well as product announcements.

We have developed this concept alongside a changing industry. All new articles can be seen in our electronic newsletters and will remain on our website for 12 months. All of our digital editions can also be read on www.tuoteutiset.com. Next spring, we will also be implementing digital versions of our magazines that have been optimized for e-book readers.

Year 2011 is at our doorstep – make a good decision and advertise in Tuoteutiset Magazines!

With my best Tuoteutiset wishes

Jari Siebenberg



✂ Visit: www.tuoteutiset.com



Kanava
Tuoteutiset
circulation 5.500



Luovan Tekniikan
Tuoteutiset
Ipad-version



Teollisuuselektronikan
Tuoteutiset
circulation 15.500



Tietotekniikan
Tuoteutiset
circulation 35.000

✕ Tuoteutiset – effective concept

The Tuoteutiset magazines have established their position as high quality professional magazines appreciated by the readers for over twentyfive years. The renewed, fresh layout and all the other improvements have made the magazines an even better medium for the advertisers to get their message out to the public – effectively and profitably.

The concept of the Tuoteutiset magazines has been the same from the beginning: for our advertisers we offer media space both for advertisements and for product news articles. For our readers we send the magazine – with their name and address – directly to their office desk, free of charge.

Our readers are professionals who according to reader surveys use the magazines actively to assist their decision making. Reader surveys have been made of all the magazines and we would be happy to send you a copy on request.

Targeted distribution

The address registers of the Tuoteutiset magazines are both comprehensive and accurately targeted. The recipients of your message are decision-makers and those participating in decisions in the companies. The magazines are sent directly on their desks labelled by their personal name. Constant and systematic update of the subscriber register guarantees that the names up to date. The magazines participate regularly in various professional exhibitions which also ensures a wide distribution.

An inexpensive and effective advertising medium

The concept of the Tuoteutiset is an effective way of reaching the customers. You can share information with the targeted group interested in your line of business and tell them about your product news comprehensively, easily and inexpensively. Comparisons with other professional magazines have shown the superiority of our price-quality ratio.

At Your Service

Tuoteutiset is a versatile and effective marketing medium used regularly by many successful companies in various lines of business. Our representatives will go through your needs and compose you an advantageous method of approaching your customers.

Let's be in touch – we are at your service!



✂ Our sales team's introduction:

Call us – let's plan the best campaign for your company.



Jari Siebenberg

The moving force behind our magazines. Jari primarily takes care of the sales activity in Tietotekniikan and Teollisuuselektroniikan Tuoteuutiset, but will answer all other questions as well.

Gsm: +358 50 605 77
jari.siebenberg@tuoteuutiset



Tapani Mäkelä

Tapani has almost 20 years of experience in the media sales of electronics and information technology magazines. Tapani knows these lines of business well and helps you to choose the right method to appear in the Tuoteuutiset.

Gsm: +358 400 709 239
tapani.makela@tuoteuutiset.com

✂ How you can advertise in the Tuoteutiset magazines?



(1)

Product news article

Our graphic designer makes up the article adapting it to the general layout of the magazine. All of the product news will be transferred automatically to our online service for a 12-month period. The prices include both layout and production.



(2)

Advertisement

A finished advertisement material which we will receive in an electronic form. (detailed technical information on page 13). You can agree upon the place of destination with our sales team.



(3)

Advertisement + Product news = AdPro (3)

A full page advertisement together with a full page of product news in the same magazine. Use your finished advertising material and complement it with a technical product news. An effective and inexpensive combination.

Article in the form of an interview

Follows the same pattern as the Company of the month article, without the additional visibility in the cover and online service. You can order a unit of either one, two or four pages. An example price: a two page interview article in the Tietotekniikan Tuoteutiset magazine for a price of 3.400 eur + vat.

Online service

We present the operating principles of our online service more fully on the following pages.



(4)

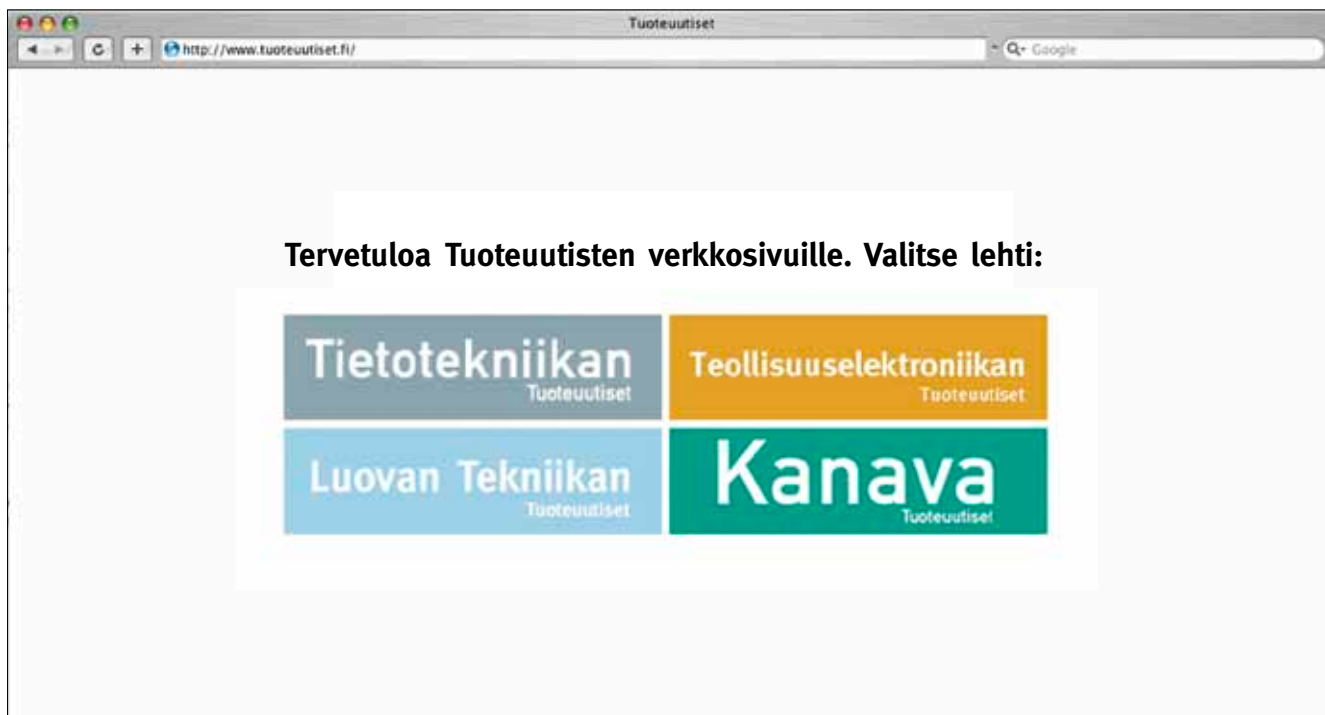
Company of the month article (4)

A double page article, in the form of an interview, which enables you more specifically to introduce your business idea, new operation model or for example a new product or product line. The interview can also be made as a "case-based" article of a customer's company. The advertiser also gets: "Company of the month" spot on the front page of our online service.

Targeted supplements

The targeted inserts of the different Tuoteutiset magazines enables you to direct the message for a more accurate target group. With our address register you can choose the decision-makers of a certain sphere of competence and target your supplement material for only this limited group.

✂ Online magazine



The Internet today is a natural way of searching for more information. Our online magazine is based on a strong database engine giving it the capability to offer the visitors versatile, clear and very efficient service.

All of the product news and all the product information published in the magazine are added, free of charge, to the online magazine. The search operations of the database are instantly at the user's disposal. In addition the contact information of the representatives, as well as the operations related to them, become automatically active on the Tuoteuutiset web pages.

Due to the fact that the Internet service is based on a database, it is capable of providing efficient service. The product information is available for browsing as a separate unity and the user is able to reach the information of the representative directly from all of the product news and from the product information.

The online magazine gives extensive information about the representatives and references to all the products and news items, and in addition it makes contacting the representative very easy. The www.tuoteuutiset.com service really means genuine surplus value for all of our customers – free of charge.

The www.tuoteuutiset.com pages also contain additional information and services not provided by the printed magazine. Up-to-date news, which appear after the publishing of the magazine, are also added to the online magazine.

The www.tuoteuutiset.com pages have about 6000 visitors a week per magazine and product news pages are browsed through for almost 900000 times a year.

✂ www.tuoteuutiset.com



Front page

On the front page one can find a search engine and links to all of the departments. The company of the month spot, the spotlight product and our key customers obtain special visibility.



Product news

All the product news articles and product information published in the printed magazine are also published on the web pages – at no extra cost.



Company information

The complete contact information for all the advertisers can be found both on the front page and on the product news.



Contact form

The visitor receives a contact form via the product news and can request for more information or an offer directly from the advertiser.

✂ Newsletters and banners

Banners

The banners on the front page of our online service will be sold based on each magazine. There are three ad placement on the online service, in which there can be a maximum of three different alternating banners per magazine at one time. So the visibility of the ad is excellent and they cost 490 euros per two weeks period.

Standard banner sizes:

- 120 x 240 px (vertical banner)
- 140 x 200 px (small billboard)
- 140 x 350 px (billboard)
- 140 x 600 px (skyscraper)
- 300 x 250 px (medium rectangle between the headlines)
- 780 x 256 - 400 px (kingsize banner on the top of the main page)

You can supply a pre-made banner or let our production team help you with your advertising material. The banners can also be animated.

Kingsize banner



Banner

Newsletters

A few days before each Tuoteutiset magazine is being published and two weeks after publishing the subscribers of the magazine and the Newsletter will receive the Tuoteutiset Newsletter by email. This introduces the product/product offer of the month and the product news article of the month. It also contains articles of the new upcoming magazine, so for the Tuoteutiset advertisers the Newsletter offers a new, extra distribution channel. The Newsletter is free of charge and it can be subscribed at: www.tuoteutiset.com/uutiskirje. There are three different ad placements on sale in every Newsletter.

1. Product / product offer of the month

You can choose either the product of the month or the product offer of the month. The product/product offer of the month consists of a short presentation text of the product, a picture and the company's logo. We will link the logo to the web page that You desire. Price: 900 euros per transmission.

2. Newsletter banner – vertical and horizontal

The vertical banner is located in an efficient spot right below the product of the month. The horizontal banner is in the beginning of the newsletter between articles. Both banners can be linked to the web page that You desire and the regular sizes are the same as for the web banners. Price: 900 euros per transmission.



(1)

(2)

Teollisuuselektroniikan Tuoteutiset

www.tuoteutiset.com

The first issue of the Elektroniikan Tuoteutiset was published over 20 years ago. In that 20 years of time a lot has happened in the industry as well as in the magazines of the field. So two years ago came the time to renew the magazine's name to better meet the contents and readership.

Teollisuuselektroniikan tuoteutiset reaches the designers and buyers of the electronic and automation industry. The distribution has been extended with buyers in the production and maintenance of the industry. If you want to present your products – from components to production equipment, Teollisuuselektroniikan Tuoteutiset is the right marketing medium for you. The circulation of the printed magazine is a whopping 15.500 pcs.

✂ Teollisuuselektroniikan Tuoteutiset publishing schedule

Issue	Material	Published	Extra circulation	Issue	Material	Published	Extra circulation
1/11	12.01.11	31.01.11	Sähköverkot	3/11	03.05.11	24.05.11	Mittaus & Testaus
2/11	28.02.11	21.03.11	Tekniset palvelut	4/11	02.09.11	23.09.11	Elkom & Automaatio
				5/11	04.11.11	25.11.11	

Circulation 15.500 pcs + additional circulation in exhibition issues.

✂ Teollisuuselektroniikan Tuoteutiset prices 2011

Advertisements:

Cover 3.600
Back cover 3.300
II-cover, 3. page, III-cover 2.900

2/1 page advertisement 3.600
1/1 page advertisement. 2.500
1/2 page advertisement 1.350
1/1 page ad + 1/1 page product news 3.300

Product news:

2/1 page product news article 2.800
1/1 page product news article 1.500

1/2 page product news article 900
Company of the month article 3.500

Interviews:

4/1 page interview article 5.200
2/1 page interview article 3.200
1/1 page interview article 1.950

Inserts: loose/glue drop/saddle stitch:

8 x A4. 3.400
4 x A4. 2.700
2 x A4. 2.500
Postcard 1.950

Prices vat 0%

Readership Study by TNS Gallub Oy:

- 94% of the readers would recommend the magazine as helpful tool when making purchase decisions
- Including pass-along rate, total readers per issue: 32.410
- An average purchase through the magazine amounts at 11 796 euros
- 66% of the readers have requested for more information of products or companies they saw in the magazine

Tietotekniikan Tuoteutiset

www.tuoteutiset.com

Tietotekniikan Tuoteutiset is the flag-ship of our fleet – both by number of pages and circulation it is by far the largest. The business is big in IT-technology and awakened readers examine our magazines carefully.

Tietotekniikan Tuoteutiset is one of the most long-standing members in the Tuoteutiset line of magazines, and was first published in the year 1987. The magazine has established a solid position both among the advertisers and the readers, and owing to its accurately defined distribution, it is a very competitive advertising medium. The readers of the Tietotekniikan Tuoteutiset magazine are primarily composed of 35.000 individuals participating in the IT purchases of their companies.

✂ Tietotekniikan Tuoteutiset publishing schedule

Issue	Material	Published	Extra circulation	Issue	Material	Published	Extra circulation
1/11	12.01.11	31.01.11	Tietoverkot	4/11	23.08.11	15.09.11	FinnGraf
2/11	28.02.11	21.03.11	Internet Expo	5/11	26.09.11	14.10.11	Atea Focus
3/11	03.05.11	24.05.11		6/11	04.11.11	25.11.11	

Circulation 35.000 pcs + additional circulation in exhibition issues.

✂ Tietotekniikan Tuoteutiset prices 2011

Advertisements:

Cover	3.800
Back cover	3.400
II-cover, 3. page, III-cover	3.000
2/1 page advertisement	4.000
1/1 page advertisement	2.700
1/2 page advertisement	1.450
1/1 page ad + 1/1 page product news	3.300

Product news:

2/1 page product news article	2.800
1/1 page product news article	1.550
1/2 page product news article	1.000

Company of the month article 3.700

Interviews:

4/1 page interview article	5.500
2/1 page interview article	3.400
1/1 page interview article	2.300

Inserts: loose/glue drop/saddle stitch:

Insert's weight	Euros/pc
max 5g	0,19
6 – 20g	0,22
21 – 40g	0,25
41 – 60g	0,31
over 60g	Request an offer!

Prices vat 0%

Readership Study by TNS Gallub Oy:

- 92 % of all respondents would recommend the magazine as a tool for making purchase decisions
- Including pass-along rate, total readers per issue: 85,525
- 60 % of all respondents requested for more information of the products or companies they saw in the magazine
- 26 % of the decision-makers made purchase decisions based on the magazine's information, during the past 12 months

Kanava

Tuoteutiset



www.tuoteutiset.com

Kanava Tuoteutiset goes to Resellers! The magazine's target group has been carefully selected together with various distributors and vendors – the readers are sales professionals who are waiting for Your message, be it the newest product news or campaign offers. The readers consist of resellers in the traditional IT-Channel as well as in Retail Sales. Naturally the Integrators and Service Centers include in the target group. Kanava Tuoteutiset is published two times in the year 2011, intended to be released in the start of the quarters. This gives the distributors and importers a chance for focused advertising. Kanava Tuoteutiset is the only independent media for resellers in Finland.

✂ Kanava Tuoteutiset publishing schedule

Issue	Material	Published	Extra circulation	
1/11	17.03.11	08.04.11		Circulation 5.500 pcs + extra circulation in exhibition issues.
2/11	13.09.11	04.10.11	Also Expo	

✂ Kanava Tuoteutiset advertising prices 2011

Advertisements:

Cover 2.500
Back cover 2.100

2/1 page advertisement 2.500
1/1 page advertisement 1.800
1/2 page advertisement 1.100
1/1 page ad + 1/1 page product news 2.300

Product news:

2/1 page product news article 2.400
1/1 page product news article 1.400
1/2 page product news article 900

Interviews:

4/1 page interview article 3.900
2/1 page interview article 2.500
1/1 page interview article 1.850

Inserts: loose/glue drop/saddle stitch:

Insert's weight	Euros/pc
max 5g.....	950
6 – 20g.....	1.150
21 – 40g.....	1.250
41 – 60g.....	1.450
over 60g.....	.Request an offer!

Prices VAT 0%

Luovan Tekniikan

Tuoteutiset



www.tuoteutiset.com

Luovan Tekniikan Tuoteutiset is a professional magazine for digital business. It consists of different phases of publishing, designing and presenting. The magazine follows the newest products and their development in all of phases in producing graphical solutions, from designing to distribution. We also take a look into newest of the new products in the audiovisual and electric communications business for multimedia and presentation technology, all the way to the Internet and other communications solutions. Luovan Tekniikan Tuoteutiset is published two times in the year 2011 but only in IPAD version, In April and in September. More information coming soon.

✂ Tuoteutiset technical details and advertising sizes

Technical Details

Publication size: 210 x 297 mm

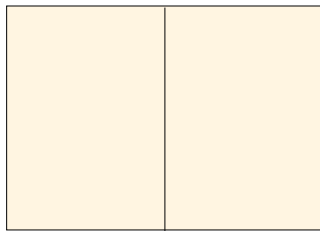
Material requirements:

- Plain text for product news (e.g. word doc) and a 300 dpi, CMYK image file (e.g. psd, tif, jpg)
- Digital advertising material: basic PC and Mac formats. (e.g. pdf, InDesign)
- Send your digital material: aineisto@tuoteutiset.com

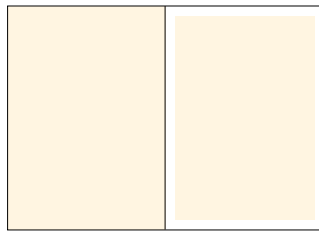
Binding: Saddle stitch

Printers: PunaMusta Oy

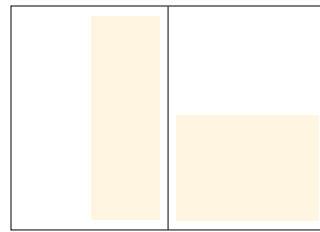
Advertising sizes:



420 x 297
(+ 5 mm bleeds)



210 x 297 (+ 5 mm bleeds) 185 x 267 (no bleeds)



90 x 267 (no bleeds) 185 x 130 (no bleeds)

Special sizes:

- Cover 210 x 235 mm (A4, 62 mm space for the magazines logo at the top edge of the page)
- Back cover 210 x 272 mm (A4, 25 mm white space for the address field at the top edge of the page)

✂ Tuoteutiset Publishing Schedules 2011

Issue	Material	Published	Extra circulation
Kanava 1/2011 Kanava 2/2011	17.03.2011 13.09.2011	08.04.2011 04.10.2011	Also Expo
Luova Tekniikka 1/2011 Luova Tekniikka 2/2011		April September	
Teollisuuselektroniikka 1/2011 Teollisuuselektroniikka 2/2011 Teollisuuselektroniikka 3/2011	12.01.2011 28.02.2011 03.05.2011	31.01.2011 21.03.2011 24.05.2011	Sähköverkot 2.-3.2. Teolliset palvelut 22.-24.3. Mittaus & Testaus 25.-26.5.
Teollisuuselektroniikka 4/2011 Teollisuuselektroniikka 5/2011	02.09.2011 04.11.2011	23.09.2011 25.11.2011	Elkom & Automaatio 4.-6.10.
Tietotekniikka 1/2011 Tietotekniikka 2/2011 Tietotekniikka 3/2011	12.01.2011 28.02.2011 03.05.2011	31.01.2011 21.03.2011 24.05.2011	Tietoverkot 2.-3.2. Internet Expo 23.-24.2.
Tietotekniikka 4/2011 Tietotekniikka 5/2011 Tietotekniikka 6/2011	23.08.2011 26.09.2011 04.11.2011	15.09.2011 14.10.2011 25.11.2011	FinnGraf 22.-24.9. Atea Focus

✕ Discounts and agreements

Discounts

Annual agreement discount is customer based and it includes all four of our magazines. The prerequisite for the full discount is a premade annual agreement.

Total invoicing 2011	Discount
5.000 – 10.000 euros	6 %
10.000 – 15.000 euros	7 %
15.000 – 20.000 euros	9 %
20.000 – 30.000 euros	11 %
30.000 – 40.000 euros	13 %
40.000 – 50.000 euros	15 %
over 50.000 euros	17 %

Annual agreement

We will be happy to visit you and make you an offer for the publicity of the whole year. You can also request an offer via Email for the amount of publicity of your choice and we will supply you with a proposal as soon as possible. With an annual agreement you get your advertising space for even less!

Responsibility for errors

The magazine's own liability for failure to publish an advertisement or for errors in printing is limited to the amount paid for the advertisement. Complaints concerning the appearance of a printed advertisement must be made within 8 days of publication.

✕ Tuoteutiset Contact Information

Sales

Jari Siebenberg
Gsm: +358 50 605 77
E-mail: jari.siebenberg@tuoteutiset.com

Tapani Mäkelä
Gsm: +358 400 709 239
E-mail: tapani.makela@tuoteutiset.com

Publisher

Helsingin Publicatio Oy
Lammaslammentie 13, 01710 Vantaa, Finland

Tel: +358 9 7012 565
Fax: +358 9 8556 559

E-mail: aineisto@tuoteutiset.com
Internet: www.tuoteutiset.com

Vat Id: FI10170070

Production

Elisa Pekki
Gsm: +358 50 306 3187

E-mail: elisa.pekki@tuoteutiset.com
E-mail: aineisto@tuoteutiset.com

Customer Service and Web

Miia Koistinen
Gsm: +358 50 430 0197

E-mail: miia.koistinen@tuoteutiset.com
E-mail: asiakaspalvelu@tuoteutiset.com





Tuoteuutiset/Helsingin Publicatio Oy, Lammaslammentie 13, FI-01710 Vantaa

Tel: +358 9 7012 565, Fax: +358 9 8556 559, E-mail: aineisto@tuoteuutiset.com, www.tuoteuutiset.com