

# Kanava

## Tuoteutiset



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 the only independent media for resellers in Finland.

### How You can advertise in the Tuoteutiset magazines?

In addition to the traditional marketing methods the Tuoteutiset magazines offer an efficient way of presenting the products, services or the company and its new operations models in the form of an article. Below you can find our versatile advertising options.

#### Product news article

Our graphic designer makes up the product news adapting it to the general layout of the magazine. Prices of the product news include both layout and production.

Price:	2/1 page	2.400 eur
	1/1 page	1.400 eur
	1/2 page	900 eur

#### Advertisements

Finished advertisement material in an electronic form. You can agree upon the place of destination with our sales team.

Price:	Front cover	2.500 eur
	Back cover	2.100 eur
Size:	2/1 page	2.500 eur
	1/1 page	1.800 eur
	1/2 page	1.100 eur

#### Advertisement + Product news article

A full-page advertisement together with a full-page product news article (AdPro) in the same magazine. Use your finished advertising material and complement it with technical product news. An advertisement and product news together make an effective and inexpensive combination.

Price: 1/1 page ad + 1/1 page product news 2.300 eur

### Article in the form of an interview

An article in the form of an interview enables you more specifically to introduce your business idea, new operation model or for example a new product line for the company.

Price:	1/1 page	1.850 eur
	2/1 page	2.500 eur
	4/1 page	3.900 eur

### Targeted inserts

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.

#### Prices (loose/glue drop/saddle stitch):

Max 5g	950 eur
6 – 20g	1.150 eur
21 – 40g	1.250 eur
41 – 60g	1.450 eur
over 60g	Request an offer

### Publishing schedule 2010

Issue	Material	Published	Extra circulation
1/2010	17.03.10	08.04.10	
2/2010	13.09.10	01.10.10	GNT-Expo

Circulation 5,500 + additional circulation in exhibition issue.

All prices vat 0 %