

Luovan Tekniikan

Tuoteutiset

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. The readers of this magazine work in the graphics business and in varying occupations and tasks in the communications industry, including advertising agencies, presses, and repros as well as in the advertising, communications and publicity departments of various companies. They also have a strong impact on what and how much new equipment their company should acquire.

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. All of the product news will be transferred automatically to our Online Service at: www.tuoteutiset.com for a 12-month period. Prices of the product news include both layout and production.

Price:	2/1 page	2.600 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	3.300 eur
	Back cover	3.000 eur
	II cover	2.800 eur
	3. page	2.800 eur
	III cover	2.800 eur
Size:	2/1 page	3.500 eur
	1/1 page	2.400 eur
	1/2 page	1.350 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 3.100 eur

All prices vat 0 %

Company of the month article

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 line for the company. The interview can also be made as a "case based" article of a customer's company. The advertiser also gets a "Company of the month" spot in the front page of our online service.

Price: 2/1 page article 3.300 eur

Article in the form of an interview

Follows the same pattern as the "Company of the month" interview, without the additional visibility in the online service. You can order a package of one, two or four pages.

Price:	1/1 page	1.900 eur
	2/1 page	3.100 eur
	4/1 page	4.900 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):

8 x A4	3.300 eur
4 x A4	2.700 eur
2 x A4	2.300 eur
Postcard	1.800 eur

Publishing schedule 2010

Issue	Material	Published	Extra circulation
1/2010	17.03.10	08.04.10	Kuva & Kamera
2/2010	31.08.10	20.09.10	Graftec

Circulation 10.900 pcs + additional circulation in exhibition issues.