

Teollisuuselektroniikan Tuoteutiset

2012

Teollisuuselektroniikan Tuoteutiset reaches the designers and buyers of the electronic and automation industry as widely as before. 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.

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	2.800 eur
	1/1 page	1.500 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	3.600 eur
	Back cover	3.300 eur
	II cover	2.900 eur
	3. page	2.900 eur
	III cover	2.900 eur

Size:	2/1 page	3.600 eur
	1/1 page	2.500 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 3.300 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 a 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 3.500 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	1.950 eur
	2/1 page	3.200 eur
	4/1 page	5.200 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	3.400 eur
4 x A4	2.700 eur
2 x A4	2.500 eur
Postcard	1.950 eur

Publishing schedule 2012

Issue	Material	Published	Extra circulation
1/12	13.01.12	01.02.12	Sähkö, Tele, Valo & AV
2/12	01.03.12	20.03.12	
3/12	26.04.12	18.05.12	
4/12	10.08.12	29.08.12	Mittaus & Testaus
5/12	21.09.12	10.10.12	Tekniikka
6/12	06.11.12	23.11.12	

Circulation 15.500 + additional circulation in exhibition issues.

Teollisuuselektroniikan Tuoteutiset

www.tuoteutiset.com

The www.tuoteutiset.com pages have about 6000 visitors a week per magazine and product news pages are browsed through for almost 900000 times a year. All of the product news and product information published in the magazine are added, free of charge, to the online magazine. In addition the contact information of the representatives, as well as the operations related to them, become automatically active on the Tuoteutiset web pages.

Banners

The banners on the front page of our online service will be sold based on each magazine.

Standard banner sizes:

- 120 x 240 pix..... 490 eur / 2 weeks
 - 140 x 200 pix 490 eur / 2 weeks
 - 140 x 350 pix..... 490 eur / 2 weeks
 - 140 x 600 pix..... 550 eur / 2 weeks
 - 300 x 250 pix (between headlines) 550 eur / 2 weeks
 - 780 x 256 - 400 pix (top of main page) 650 eur / 2 weeks
- Ask prices for customized periods!

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

Newsletters

A few days before each Tuoteutiset magazine is being published 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/utiskirje. 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.

At current media prices it is very challenging or almost impossible to have wide visibility for the many brands we represent. We have increased our use of Teollisuuselektroniikan Tuoteutiset magazine. Flexible production together with reasonable pricing makes it possible to have more visibility for the products of our principals. Tuoteutiset have also carried out many interviews of our company, produced news articles and articles about events. They have been successfully put together as one or two page ensembles. Tuoteutiset magazine, web service and newsletter are a successful combination – I recommend it!

– **Veikko Sohlman, General Manager, Arrow Finland Oy**

The opportunity for visibility in the media is limited for a small company. Assistance in ad production and reasonable media expenses has made good visibility possible in Teollisuuselektroniikan Tuoteutiset magazine. Besides visibility we have conducted interesting projects with the magazine. – **Matti Salonen, Managing Director, Caltest Oy**

Readership Survey 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

32.410 readers!

Teollisuuselektroniikan Tuoteutiset – readers by responsibility

Responsibility	No. of people	Responsibility	No. of people
Production	2337	Production design	1264
Purchase	1972	Managing director (CEO)	3433
Product design	1004	Maintenance	1310
R&D	1000	Mechanical maintenance	797
Automation	1174	Automation maintenance	796
IT systems	900	Electrical maintenance	777