

Tietotekniikan Tuoteutiset

2012

Tietotekniikan Tuoteutiset is the flagship of our product range; it is by far the largest in terms of both numbers of pages and circulation. Business is big in the field of IT-technology and awakened readers flip thoroughly through our magazines. Tietotekniikan Tuoteutiset is one of the most long-standing members in the Tuoteutiset family, and was first published already in 1987. The magazine has established a solid position both among the advertisers and the readers, and due to its accurate circulation, it is a very competitive advertising medium. The readers of the Tietotekniikan Tuoteutiset magazine are primarily composed of people participating in companies' IT purchases.

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	1.550 eur
	1/2 page	1.000 eur

Advertisements

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

Price:	Front cover	3.800 eur
	Back cover	3.400 eur
	II cover	3.000 eur
	3. page	3.000 eur
	III cover	3.000 eur
Size:	2/1 page	4.000 eur
	1/1 page	2.700 eur
	1/2 page	1.450 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

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 3.700 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	2.300 eur
	2/1 page	3.400 eur
	4/1 page	5.500 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	0,19 eur/pcs
6 – 20g	0,22 eur/pcs
21 – 40g	0,25 eur/pcs
41 – 60g	0,31 eur/pcs
over 60g	request an offer!

Publishing schedule 2012

Issue	Material	Published	Extra circulation
1/12	14.02.12	02.03.12	Kuva&Kamera, ICT
2/12	26.04.12	18.05.12	
3/12	21.08.12	07.09.12	Atea Focus
4/12	02.10.12	19.10.12	
5/12	06.11.12	23.11.12	

Circulation 35.000 + additional circulation in exhibition issues.

All prices vat 0 %

Tietotekniikan 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 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.

In cooperation with our wholesale partners we have introduced many new products in Tuoteutiset magazines in 2011. Hitachi is an innovative company and launches many new products every year. With Tuoteutiset magazines we are able to widely present these products. Extending this with an electronic newsletter and web pages is also very valuable. Besides that the Tuoteutiset magazines attend many events that our resellers and wholesale partners organize. We find that important as well.

– **Lilly Jansson, Regional Manager, Hitachi**

We have used both articles as an interview and product news during 2011. Conducting the interviews and completing the articles has worked very well and has brought us more clients. – **Harri Ekholm, Sales Manager, LG Electronics Nordic**

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 have made purchase decisions based on the magazine's information, during the past 12 months.

85.525 readers!

Tietotekniikan Tuoteutiset – readers by responsibility

Responsibility	No. of people	Responsibility	No. of people
IT purchase decisions	10678	Software development	1643
Office Automatio	6833	Workstations	3726
Data Administration	10135	Networks	2980
IT operational decisions	3767	Servers	3254
IT Systems	3227	Telecommunications	2678
IT training	3351	Managing director (CEO)	7648