



Media information of HR viesti magazine

Target readers of the magazine work in industrial and service companies as well as public administrations. They make decision on personnel management, training, job satisfaction, business trips and conventions.

Edition amount of the media is a total of 7 000–8 000 copies of which 5 000 are distributed by post.

Printed numbers are distributed as addressed direct mail to professionals including also human resources managers and directors, development directors and managers, administrative directors and managers, training directors and managers and human resources secretaries. Recipients of the magazine work at nationwide companies and municipal sectors around Finland.

Electronic targeted distribution of the e-magazine is 50 000 copies/edition of which approx. 14 000 copies go to general managers.

Digital version of the media (e-magazine) is sent as named e-mail to the direct e-mail address of field professionals. The magazine is available on internet without any codes that gives linking possibility for advertisers to web pages, newsletters, social media, etc.

Fair distribution 2 000–3 000 copies/edition

More information about HR viesti:

Product Manager Paul Charpentier

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Tel. 020 162 2220

HR viesti reader survey

“HR viesti magazine has approximately 30 100 readers”

N=533
responses

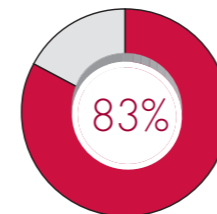
Average number of readers 4.3 persons / single copy / edition / Promenade Research

The survey looked into the magazine’s audience structure and opinions about the contents and appearance of the media. Target group consisted of HR professionals, general managers, development managers and administrative managers who receive HR viesti as addressed mail. Reader survey was executed by Promenade Research Oy. Additional information about the HR viesti magazine from Product Manager Paul Charpentier, paul.charpentier@publico.com, tel. 020 162 2220.

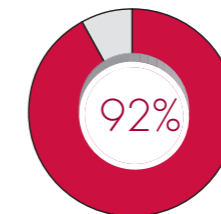
HR viesti is a magazine specialised to management and development of human resources. Target group of the media includes HR directors and managers, administrative directors and managers, development directors and managers, training directors and managers, training planners, quality directors and managers and managing directors. Digital edition identical to the print version of the magazine is distributed as an e-magazine to more than 50 000 field professionals. The media has been published since 2012.

issue	topics and distribution	published
1/2018	Topic: HR, recruiting / motivation Event distribution: Work Goes Happy	week 8
2/2018	Topic: Functional working environment	week 18
3+4/2018	Topic: Job satisfaction & personnel Event distribution: Esimies & Henkilöstö 2018, Työhyvinvointi 2018	week 26 & 32
5/2018	Topic: Changing working life / education	week 44

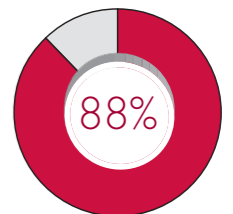
www.hrviesti.fi



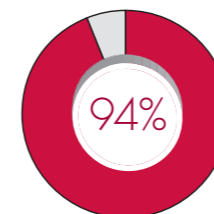
Utilizes the products, solutions and services presented in the media in his/her work



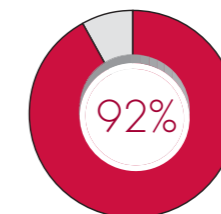
Considers editing of the articles to be of high-quality



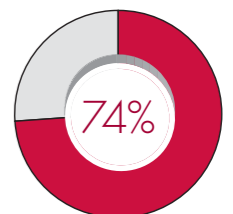
Considers the newsletter to be a good way to receive consulting topics of his/her profession



Feels that the media highlights interesting topics



Is happy with the entire magazine



Makes procurement decisions or participates in decision-making

PERSPECTIVE

Expert perspective on a topic covered in the magazine or an article on another current topic. Text length about 350 words + a short introduction of the author, max 30 words. Photograph of the author must be of high resolution, min. 300 dpi. Price: 2 900 €



COLUMN

Opinion article that may awaken the reader on the subject. Text length about 350 words + a short introduction of the author, max 30 words. Photograph of the author must be of high resolution, min. 300 dpi. Price: 2 900 €

IN FRONT OF THE MIRROR

In Front of The Mirror presents successful experts. Would you like to display strenght of your team? Text length about 350 words / 1/1 pages or 600 words / 2/1 pages. Photograph must be of high resolution, min. 300 dpi. Price: 1/1 pages 2 900 €
2/1 pages 3 900 €



The following components are included for the customer:

- Place at the panel interview that will result in editorial article on several pages
- Possibility of approx. 50 words "participant introduction" created in connection to the story
- The completed article is electronically distributable through customer's own channels
- Edited videos can also be distributed within own interested parties / via own electronic channels

Price: 2 990 €

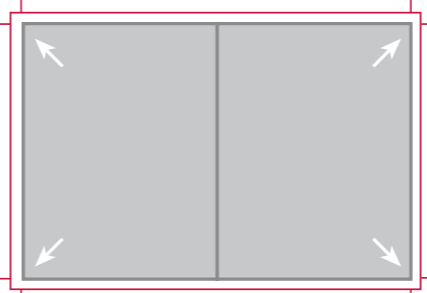


EXPERT PANEL

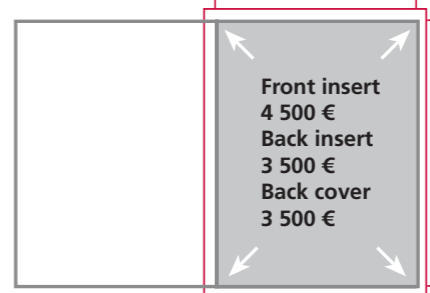
The purpose of a panel interview is to get field experts together to discuss the present situation, challenges and future of the topic at hand. Maximum of 6 experts will be participating in each panel, 1 expert per participating side. During the interview, the moderator will keep the conversation going by asking questions and making standpoints to which all participants can respond and give their opinion/solution. The meaning of the panel interview is not advertising a product or a service of any of the participating parties but a more general and solution-driven discussion with the view into the future.

MATERIAL SPECIFICATIONS

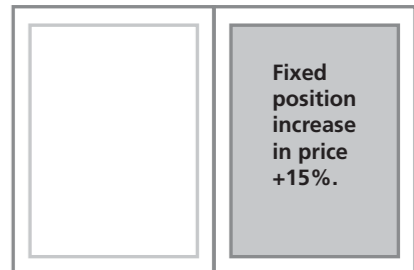
advertisements



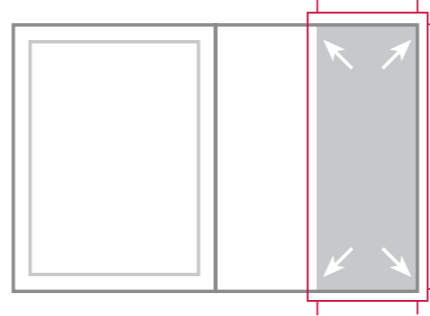
2/1 page 420 x 297 mm + 5 mm bleed 3 900 €



1/1 page 210 x 297 mm + 5 mm bleed 2 900 €



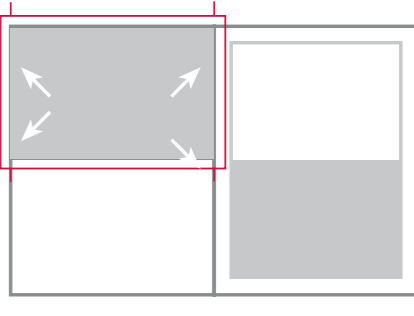
1/1 page 190 x 270 mm 2 900 €



1/2 page vertical 103 x 297 mm + 5 mm bleed 2 100 €



1/2 page vertical 90 x 270 mm 2 100 €



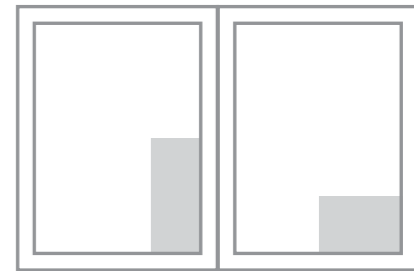
1/2 page horizontal 210 x 148 mm + 5 mm 2 100 €
190 x 135 mm 2 100 €



1/3 page narrow horizontal 190 x 87 mm 1 400 €
1/3 page narrow vertical 58,5 x 270 mm 1 400 €



1/4 page 90 x 135 mm 1 100 €



1/8 page vertical 43 x 135 mm 850 €
1/8 page horizontal 90 x 65 mm 850 €

The prices do not include current VAT rate.

Delivery of material: aineisto@publico.com

ADVERTORIALS

Advertorial tells more about a product or a service. An editorial introductory advertisement for the target group of the magazine.

Price: 1/1 pages 2 900 € written by the editor 3 300 €
2/1 pages 3 900 € written by the editor 4 500 €



Terveystalo