

DISTRIBUTION 2018

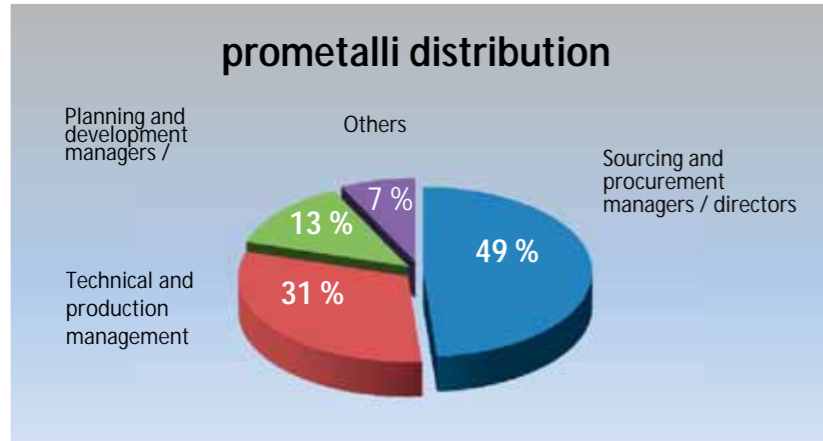
The circulation of the magazine: 12 000 copies.

The circulation is distributed as follows:

1) POSTAL DISTRIBUTION OF THE MAGAZINE

Is distributed as a titled direct mail to decision makers around Finland working in companies operating nationwide.

PubliCo Direct – attachment service (ask for more from prometalli-product manager)



2) EXHIBITION DISTRIBUTION OF THE MAGAZINE

3) ELECTRONIC DISTRIBUTION OF THE MAGAZINE (18 200 copies*)

The electronic version of the magazine is sent as a titled mail to over 18 000 professionals' email addresses.

*Addresses have been selected from the following sources:

PubliCo Oy customer and distribution register, Intellia Oy and the visitor registers of the industry exhibitions

prometalli readership survey

The survey examined the structure and opinions of the magazine's contents and of the visual outlook of its readership.

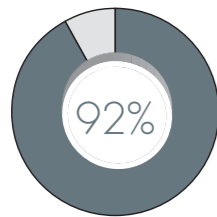
The target group included the professionals of metal industry, who receive the prometalli magazine under their own names.

The readership survey was carried out by Promenade Research Oy. Additional info regarding the survey gives prometalli-magazine's

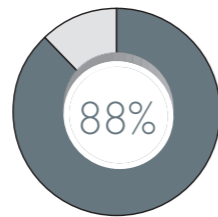
Product Manager Vesa Laurila vesa.laurila@publico.com, tel. +358 20 162 2253

"prometalli-magazine has approximately 53 000 readers"

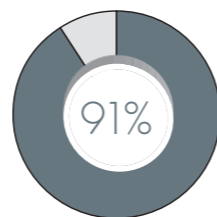
amount of readers on average 4,4 persons / single magazine / Promenade Research



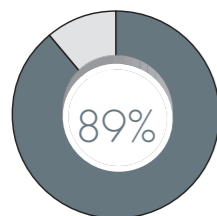
is satisfied overall with the magazine



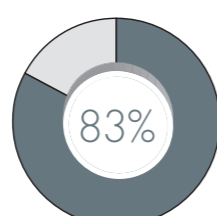
values the professional approach of magazine's articles



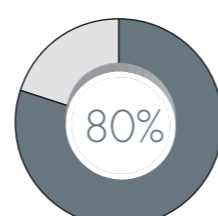
thinks the magazine covers interesting topics



keeps the magazine or circulates the magazine to be read by others



would recommend the magazine to colleague



are the sole decision makers or participate at their companies' procurement decisions at their work

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MEDIA INFORMATION 2018



Distribution over 30 000 copies

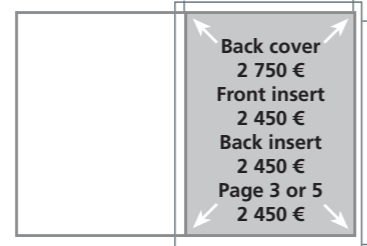
Media for metal industry professionals. The target group of prometalli features the experts and decision-makers of the metal sector. Studies show that prometalli has over 75,000 readers of whom 80 % either contribute to making acquisition decisions or make them independently.

Issue	Special distributions	Published
1+2/2018	Konepaja 2018, 20.–22.3.2018, Tampere	week 10
3/2018	Pohjoinen Teollisuus, 23.–24.5.2018, Oulu Advanced Engineering, 29.–30.5.2018, Helsinki PulPaper 2018, 29.–31.5.2018, Helsinki	week 20
4/2018	Alihankinta 2018, 25.–27.9.2018, Tampere Instrutec 2018, 7.–9.11.2018, Tallinna Smart Factory 2018, 20.–22.11.2018, Jyväskylä	week 38

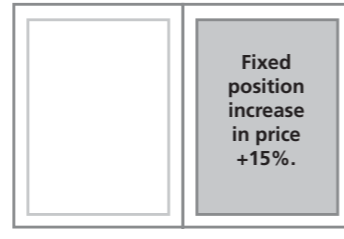
MEDIA INFORMATION



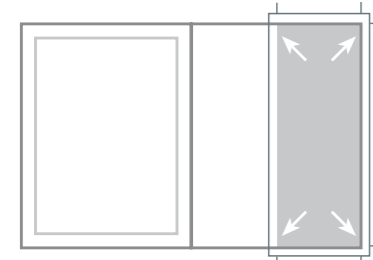
2/1 page 420 x 297 mm
+ 5 mm bleed 3 300 €



1/1 page 210 x 297 mm
+ 5 mm bleed 2 300 €



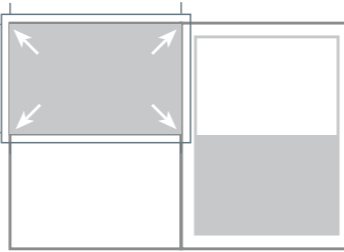
1/1 page 190 x 270 mm 2 300 €



1/2 page vertical 103 x 297 mm
+ 5 mm bleed 1 600 €



1/2 page vertical 90 x 270 mm 1 600 €



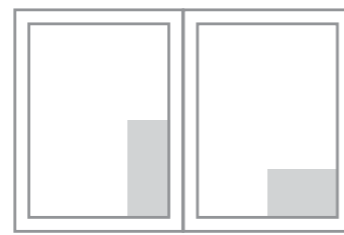
1/2 page horizontal 210 x 148 mm + 5 mm
190 x 135 mm 1 600 €



1/3 page horizontal 190 x 87 mm 1 100 €
1/3 page vertical 58,5 x 270 mm 1 100 €



1/4 page 90 x 135 mm 900 €



1/8 page vertical 43 x 135 mm 600 €
1/8 page horizontal 90 x 65 mm 600 €

ADVERTORIALS

An advertorial explains more extensively about a product, service or a company. It is an editorially made notice aimed at your target group, with which you can tell more.

2/1 pages ca. 600 words
1/1 page ca. 400 words

Price: 2/1 pages 3 300 €, written by editor 3 900 €
1/1 pages 2 300 €, written by editor 2 700 €



COLUMN

An opinion piece which can awaken the readers regarding the theme. Length of text ca. 350 words + short biography of the author, max 30 words. The picture of the author needs to be of high resolution, min. 300 dpi. Price: 2 300 €

POINT OF VIEW

A point of view written by a professional regarding a theme handled in the magazine or an otherwise topical issue. The picture of the author needs to be of high resolution, min. 300 dpi. 1/1 page: Length of text ca. 350 words + short biography of the author, max 30 words. Price: 2 300 €



SORVIN ÄÄRESTÄ - TOPICAL-PART

In the column our partners report on their activities. Inform of new products, services and other current issues of your company. Length of text ca. 150 words + pictures Length of text ca. 350 words + pictures Price: 1/1 pages 1 600 €, written by editor 2 000 € 1/2 pages 950 €, written by editor 1 300 €



HAPPENS AT METAL INDUSTRY

Do you have an interesting and a well-executed project site? Display your knowledge and products through a well carried out project.

2/1 pages 3 300 €, written by editor 3 900 €
Length of text ca. 600 words + pictures.
1/1 pages 2 300 €, written by editor 2 700 €
Length of text ca. 350 words + pictures.



Fixed position increase in price +15%. The prices do not include current VAT rate.

Technical details: Size of issue: 210 x 297 mm

Place of printing: PunaMusta
Adhesive Binding

Distribution / Circulation:

Printed issue 12 000
e-magazine 18 200

Delivery of material:

When sending the notification materials indicate the reference as: prometalli, number of magazine, name of company and size of notification.

Thru email: aineisto@publico.com

Advertorials: Text files:

Delivered in Word rtf-format. Contact details at the end of the article can only include www-address.

Picture files:

Delivered in electronic format. Photoshop EPS, TIFF or JPEG format, CMYK colours and resolution 300 dpi.

Notifications:

Ready for print Adobe Acrobat PDF or Photoshop EPS, TIFF or JPEG file. All used pictures and colours have to be in CMYK colours and resolution 300 dpi.