



Editor-in-Chief

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Reservations

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Advertising rates 2009

Advertisement	Size mm	4-color €
4/1 gatefold		19 400
3 x 1/1 advertisements		14 665
Premium-spread	420 x 297*	9 990
2/1 spread	420 x 297*	8 890
Back cover	210 x 277*	7 400
1/1 page	210 x 297*	6 575
1/2 page vert.	97 x 297*	4 630
1/2 page horiz.	210 x 145*	4 630
1/4 page corner	86 x 135	3 225
1/4 page vert.	51 x 297*	3 225
1/4 page horiz.	175 x 66	3 225

*Bleed 5 mm

Guaranteed position surcharge is 10%.

Special creatives: See page 51.

Transfer methods

pc.ilmoitus@talentum.fi

Technical data

See pp. 52–53

MikroPC 2009

IT is becoming increasingly personal and extends everywhere; PCs and the Internet are as mobile as you are.

MikroPC is a specialised IT magazine, which tests, evaluates and instructs. The readers are buyers and end user of digital hardware and software to whom the magazine's product tests are worth money. The test results tell what to buy and when.

The readers commend MikroPC for its instructive approach on ways to gain actual practical benefits from technology. Versatile hardware and software are produced at an accelerated rate and at increasingly lower cost. Users are finding it difficult to keep up with the pace.

At its best, IT facilitates work, entertains, provides content and even brings people together – IT can make your daily life a luxury.

Despite its name, MikroPC, or MPC, is not only about PC hardware and software. The magazine plunges deep into the digital lifestyle, which includes e.g. cell phones and media players in addition to computers. In practice, it extends to anything containing a processor.

MikroPC.net is the other main outlet of MikroPC, forming a solid user community. One of the most frequently used sections is the discussion forum where IT users can seek solutions to their problems.

In 2009, each issue of MikroPC will test dozens of products from laptops to digital cameras. Data security is one of the main themes of the coming year.

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Total Readership (Source NRS A07/S08)	174 000
Circulation (Audit bureau of circulations 2007)	31 644
Reading time (NRS Consumer Fall 07 / Spring 08)	44 min

Reader profile

A typical MikroPC reader uses IT in daily work, is under 45 years of age and gains both professional and personal benefits from the magazine. The readers are at the forefront of adopting new technologies and serve as thought leaders in IT-related problems in their communities.

MikroPC readers know how to fully utilise the variety of online services. The most popular hobbies of the readers include blogging and online journal writing as well as photo- and videography. A typical reader is also physically active.

Readers' involvement in decision-making	% of readers
IT	82
Personnel recruitment, training and social activities	71
Office furniture and supplies	65
Accommodation and travel	37
Marketing/information services	36
Telecommunication and voice communication solutions	34
Logistics	26
Production procurement	26

Source: TNS Decision-makers' Atlas 2008

Publishing schedule 2009

Issue	Date	Material	Booking	Special issue
1	22.01.	12.01.	09.01.	Photo printers
2	19.02.	09.02.	06.02.	
3	19.03.	09.03.	06.03.	Laptops
4	16.04.	06.04.	03.04.	Digital gadgets in the home environment
5	14.05.	04.05.	30.04.	Digital cameras, copy test*
6-7	11.06.	01.06.	29.05.	Digital video cameras
8	20.08.	10.08.	07.08.	
9	17.09.	07.09.	04.09.	Displays
10	15.10.	05.10.	02.10.	Computers, PCs
11	12.11.	02.11.	30.10.	Copy test*
12	10.12.	30.11.	27.11.	IT trends 2010

*Copy test: A copy test is conducted free of charge on 1/1 page advertisement or larger. The normal price for a copy test is 2,040 €. Loose inserts cannot be analyzed.

www.mikropc.net



IT news, product news, active discussion forums, file database, extensive magazine archive. A typical reader is a senior executive, expert or entrepreneur aged 30 years or older who is interested in IT.

Newsletter

IT news, "shareware of the day" and user group quotes. Largest reader group consists of IT experts. Published five times a week.

Assemblix newsletter

Aimed at programmers and application developers.

Traffic data and material requirements:

www.nettimediaopas.fi

Bookings and additional information

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