

# Talentum Online

## Online Services

Online service	Content and visitor profile
<b>Arvopaperi.fi</b>	News and background information from the investment world. Readers: 58 % work in management or are higher officials, experts or entrepreneurs. Gross individual income exceeds 50 000 € in 44% of readers; 40% have a portfolio of 100 000 € or more.
<b>Duuniauto.fi</b>	Key topics of this company car-devoted site include company car taxation, changes in the car selection, environmental impacts of various car makes and services for company car users. In the area extending over Helsinki, Turku and Tampere, over 40% of all new private cars are introduced for professional or corporate use. Duuniauto is part of the Tekniikka&Talous online service package.
<b>Energialehti.fi</b>	How can electricity, heat and transport fuels be produced and consumed efficiently, yet in an environmentally-friendly way? Corporate and domestic energy procurement is down to the political trendsetters. Part of the Tekniikka&Talous online service package.
<b>Fakta.fi</b>	Management and development news. Fakta commands managerial and leadership duties both in theory and practice.
<b>Mama.fi</b>	The hottest news and observations. Visitors are marketing and sales professionals with high income rates, of which 70% work as corporate executives, are higher officials, experts or entrepreneurs.
<b>Medi uutiset.fi</b>	News service for healthcare professionals.
<b>Metallitekniikka.fi</b>	News for mechanical engineering professionals with a particular focus on production and product development. Part of the Tekniikka&Talous online service package.
<b>MikroPC.net</b>	IT news, comprehensive product tests, downloads area. Visitors are higher officials, experts or entrepreneurs of 30+ years of age with interest in IT.
<b>Pörssipalvelu</b>	Extensive stock exchange service hosted by Avopaperi and Talouselämä. Displays information on upcoming reports, general meetings and dividend distributions of Finnish listed companies. The service features stock indicators, a portfolio service, personal list, stock price history, technical analysis, and many more.
<b>Talouseläma.fi</b>	Economic news and trends, investment and corporate information with analysis and commentary. Readers: 76% work in management or are higher officials, experts or entrepreneurs.
<b>Tekniikkatalous.fi</b>	Up-to-the-minute news and phenomena in the industry, research and product development. Readers: 75% work in management or are higher officials, experts or entrepreneurs.
<b>Tivi.fi</b>	IT news and trends quickly to your desktop. Readers: 71% work in management or are higher officials, experts or entrepreneurs.
<b>Uratie.fi</b>	Uratie reaches established but elusive professionals in the technical and commercial sectors across the country. The online service boosts the employers' corporate image by displaying positions-open advertisements on the companies' own websites.



Advertising formats	max kB	pixel size
1 Banner	30	468 x 60
2 Eboard	30	140 x 350
3 Large banner	30	728 x 90
4 Panorama	30	980 x 120
5 Skyscraper	30	160 x 600
6 Box	30	300 x 250
7 Large box	40	468 x 400
8 Special formats	40	

## Special creatives

In addition to the traditional banner formats, the following special creatives are available.

**Partner blogs & Expert forums** – For long-term visibility. Efficiently targeted and activating dialog with the readers.

**Expanding banners, landing page management** – Dynamic and extensive advertisement space for high media coverage.

**Podcasting** – Offers partners the opportunity for audio advertising in connection with news broadcasts as well as high visibility at podcast download areas.

**Content-focused advertising** – Text-based advertising, which is matched to the article's profile. The possibilities for accurate matching enable the advertiser to reach the right target group in the relevant media environment at a time that is optimal for the reader.

**Webcasting** – Live or on-demand webinar for securing valuable sales leads.

For more information on special creatives, please visit [www.nettimediaopas.fi](http://www.nettimediaopas.fi).

For an updated presentation on special creatives, please contact Matti Cornér, tel. +358 40 342 4395, [matti.comer@talentum.fi](mailto:matti.comer@talentum.fi)

## Newsletters

Newsletter	Content and profile description
<b>Arvopaperi</b>	The a.m. newsletter reports the most important daily issues that investors should take into account during the commencing week. Readers: 32% have a portfolio of 100,000 € or more. <b>Published Mon-Fri.</b>
<b>Assemblix</b>	Target group-oriented newsletter for programmers and application developers. Readers: 58% are higher officials or experts. <b>Published on Wednesdays.</b>
<b>Duuniauto</b>	Published as a special Tekniikka&Talous newsletter in 2009. The perspective of company car use and related business. <b>Published Mon-Fri.</b>
<b>Juristikirje</b>	Review of the latest news in law, economy and leadership for lawyers. <b>Published on Wednesdays.</b>
<b>M&amp;M</b>	The hottest sales, marketing and media news. The responsibilities of 72% of readers involve decision-making in corporate marketing and communication issues. <b>Published Mon-Fri.</b>
<b>Medilääke</b>	The latest medical news for authorized prescribers. Subscribers: 50% have a gross household income of 75,000 € or more. <b>Published on Wed, Fri.</b>
<b>MediTerveys</b>	The latest medical news for healthcare professionals, such as nurses and dispensers. Readers: 52% hold a University/academic degree. <b>Published on Wed, Fri.</b>
<b>MikroPC</b>	News for the technology-oriented, "shareware of the day" and user group quotes. Largest reader group consists of IT experts. <b>Published Mon-Fri.</b>
<b>Talouseläma</b>	Business newsletter with a mission. Readers: 68% work in management or are experts and higher officials, 58% have an annual household income of 50,000 € or more. <b>Published Mon-Fri.</b>
<b>Tekniikkatalous</b>	Daily news reports in engineering and technology. Readers: 62% work in management or are higher officials or entrepreneurs. <b>Published Mon-Fri.</b>
<b>Tivi am newsletter + pm newsletter</b>	Topical key news from the ICT world. Readers: 70% work in management or are higher officials, experts or entrepreneurs. <b>Published Mon-Fri.</b>
<b>Talentum Blogs</b>	Summary of the top blogs of the week, news commentary and discussions across the Talentum online service offering. <b>Published on Thursday.</b>

Free newsletter subscriptions: <http://tilaukset.talentum.com>



Newsletter advertising formats (static, no animations) max kB

1 Newsletter box	300 x 250 pixels	20 kB
2 Eboard	140 x 350 pixels	20 kB
3 Large banner	728 x 90 pixels	30 kB
4 Newsletter-wallpaper	visit <a href="http://www.nettimediaopas.fi/eng/">www.nettimediaopas.fi/eng/</a>	

## Bookings and additional information

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**Transfer methods:**  
Please deliver materials five (5) working days prior to the campaign start to: [mainos@relevant.fi](mailto:mainos@relevant.fi)

**Material requirements:**  
[www.nettimediaopas.fi](http://www.nettimediaopas.fi)

**Rate cards:**  
The currently valid rate cards are available at [www.nettimediaopas.fi/eng](http://www.nettimediaopas.fi/eng)

**Current information and online traffic data:**  
[www.nettimediaopas.fi](http://www.nettimediaopas.fi)

We grant 5–15% agency / direct customer discount to agencies authorized by Talentum Media.