

Special creatives



Talentum DM and Talentum Headhunting – Recruitment DM

Cost-effective benefits from the strengths of trade publications and direct marketing. Talentum DM offers high product visibility through a creative and novel approach. Messages can be targeted at the desired group of readers ensuring accuracy and efficiency. Depending on the publication, Talentum DM can be published with additional or false covers.

Bound insert, loose insert and spot glued insert

Both bound and loose inserts can be published in magazine publications and loose inserts in tabloid publications. Spot glued inserts can be used in magazine publications.

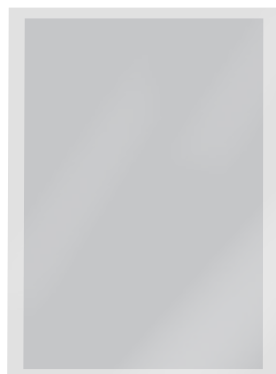


Additional covers

Additional covers offer the highest media coverage for advertisements. They can be used for special creatives in all magazine publications. The size of an additional cover is half of the front cover and back cover or, alternatively, half of the front cover and the entire back cover. Can be used for special creatives in all magazine publications except for Talouselämä.

Gatefold

Premium spots for premium products. The gatefold covers provide up to 3 additional pages, ensuring higher advertisement visibility. Gatefolds can be added in both front and back covers.



Bagging

Talentum publications are desired and highly anticipated by readers at home and at the office. Magazine bagging allows customers to reach a high-profile target group.

Banderole

Wraparound banderoles can be used in parts of tabloid print runs for increased visibility and for reaching a certain target group for instance by means of Talentum DM.

