



### Editor-in-Chief

Timo Tolsa  
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### Reservations

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### Advertising rates 2009

Advertisement	Size mm	4-color €
2/1 spread	526 x 365	29 950
Front cover	253 x 310	16 660
3. page	253 x 365	16 870
1/1 page	253 x 365	15 850
1/2 page vert.	124 x 365	8 180
1/2 page horiz.	253 x 180	8 180
1/4 page vert.	124 x 180	4 120
1/4 page horiz.	253 x 85	4 120
€ / column mm		8,05

Special creatives: See page 51.

### Transfer methods

uratie.ilmoitus@talentum.fi

A print advertisement includes an online ad at [www.uratie.fi](http://www.uratie.fi).

### Technical data

See Tekniikka&Talous, pp.52-53.

### www.uratie.fi



Text ad 820 €  
Front page highlight module 520 €/week

## The Only Nationwide Recruitment Media for Technology Sector Professionals

Uratie writes about the work of professionals, changes in working life, recruitment rules and individuals achieving a name, and also publishes appointment news and introduces books.

Uratie is published 43 times a year as an insert in Tekniikka&Talous ja Tietoviikko journals.

**Readers involved in decision-making** (TNS Decision-makers' Atlas 2008) **129 000 (net)**

Uratie readers: 65% have technical education  
(TNS Decision-makers' Atlas 2008, DM1+DM2+Particip. Companies+Public sector)

### Publishing schedule 2009

Issue	Date	Material & booking	Issue	Date	Material & booking
1	16.01.	13.01.	24	07.08.	04.08.
2	23.01.	20.01.	25	14.08.	11.08.
3	30.01.	27.01.	26	21.08.*	18.08.
4	06.02.	03.02.	27	28.08.	25.08.
5	13.02.	10.02.	28	04.09.	01.09.
6	20.02.	17.02.	29	11.09.	08.09.
7	27.02.*	24.02.	30	18.09.	15.09.
8	06.03.*	03.03.	31	25.09.	22.09.
9	13.03.	10.03.	32	02.10.	29.09.
10	20.03.	17.03.	33	09.10.	06.10.
11	27.03.	24.03.	34	16.10.*	13.10.
12	03.04.	31.03.	35	23.10.	20.10.
13	09.04.	06.04.	36	30.10.	27.10.
14	17.04.	14.04.	37	06.11.	03.11.
15	24.04.	21.04.	38	13.11.	10.11.
16	30.04.	27.04.	39	20.11.	17.11.
17	08.05.	05.05.	40	27.11.*	24.11.
18	15.05.	12.05.	41	04.12.	01.12.
19	22.05.	18.05.	42	11.12.	08.12.
20	29.05.	26.05.	43	18.12.	15.12.
21	05.06.*	02.06.			
22	12.06.	09.06.			
23	18.06.	15.06.			

\*Copy test: 27.02. (T&T), 06.03. (TIVI), 05.06. (T&T), 21.08. (T&T), 16.10. (TIVI), 27.11. (T&T)  
A copy test is conducted free of charge on 1/2 page advertisement or larger. The normal price for a copy test is 2,040 €.

Advanced booking deadline.

### Materials for uratie.fi

The online recruitment ads can be displayed on the advertiser's own website. Please deliver the name of the recruiting company, the open position and the URL for the site displaying the ad by email. Text for online ads can also be delivered as a Word document or as an email message. Logos in GIF or JPG format. Maximum logo width is 150 pixels, height max 80 pixels and size 16 kB.

Deliver materials to: [uratie@talentum.com](mailto:uratie@talentum.com). Please specify the application period. The subject field should include the name of the advertiser/company and the publication date.

## Talouselämän Uratie – The Best Careers in Commerce

Talouselämän Uratie is published 43 times a year as part of Talouselämä. It provides the tools for management and workplace development by effectively reaching corporate experts, managers and leaders on all organisational levels.

**Readers involved in decision-making** (TNS Decision-makers' Atlas 2008) **174 000**

**Circulation** (Audit bureau of circulations 2007) **78 870**

**Reading time** (NRS Consumer Fall 07 / Spring 08) **38 min**

Talouselämä readers: 22% work in top management and 41% have business education.  
(TNS Decision-makers' Atlas 2008, DM1+DM2+Particip. Companies+Public sector)

### Publishing schedule 2009

Issue	Date	Material & booking	Issue	Date	Material & booking
1	09.01.	05.01.	24	18.06.	15.06.
2	16.01.	13.01.	25	14.08.	11.08.
3	23.01.*	20.01.	26	21.08.	18.08.
4	30.01.	27.01.	27	28.08.	25.08.
5	06.02.	03.02.	28	04.09.*	01.09.
6	13.02.	10.02.	29	11.09.	08.09.
7	20.02.	17.02.	30	18.09.	15.09.
8	27.02.*	24.02.	31	25.09.	22.09.
9	06.03.	03.03.	32	02.10.*	29.09.
10	13.03.	10.03.	33	09.10.	06.10.
11	20.03.	17.03.	34	16.10.	13.10.
12	27.03.	24.03.	35	23.10.	20.10.
13	03.04.*	31.03.	36	30.10.*	27.10.
14	09.04.	06.04.	37	06.11.	03.11.
15	17.04.	14.04.	38	13.11.	10.11.
16	24.04.	21.04.	39	20.11.	17.11.
17	30.04.	27.04.	40	27.11.	24.11.
18	08.05.	05.05.	41	04.12.*	01.12.
19	15.05.*	12.05.	42	11.12.	08.12.
20	22.05.	18.05.	43	18.12.	14.12.
21	29.05.	26.05.			
22	05.06.	02.06.			
23	12.06.	09.06.			

\*Copy test: 23.01, 27.02, 03.04, 15.05, 04.09, 02.10, 30.10, 04.12. 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 €.

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### Editor-in-Chief

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### Reservations

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### Advertising rates 2009

Advertisement	Size mm	4-color €
1/1 page	190 x 260*	9 848
1/2 page vert.	93 x 260*	6 084
1/2 page horiz.	190 x 128*	6 084
1/4 page vert.	93 x 128*	3 567
1/4 page horiz.	190 x 62*	3 567

\* Without margins

Special creatives: See page 51.

### Transfer methods

te.ilmoitus@talentum.fi

A print advertisement includes an online ad at [www.uratie.fi](http://www.uratie.fi).

### Technical data

See Talouselämä, pp. 52-53.

### www.uratie.fi



Text ad 820 €  
Front page highlight module 520 €/week