

adbizz denmark

Finland



Reach efficiently Finland's corporate decision makers

When your goal is to reach Finnish corporate decision makers or consumers with the highest purchasing power, Kauppalehti multiple media offers you the best tools for that.

Let us help you to choose the right mix for your needs from Kauppalehti multiple media full line-up, to build brand awareness, generate demand for your product and spur your target group into action.



Kauppalehti is an integral part of each decision maker's working day. It builds and maintains brand awareness in a very demanding target group on the B-t-B market, reaching a strong target group of decision makers, entrepreneurs and least but not last consumers with a high purchasing power.

Coming out every Monday through Friday with a steady growing circulation, presently of 86,577 copies, Kauppalehti reaches almost 200,000 readers.

As from 12th of January 2009 Kauppalehti proudly presents the new layout and structure of the business paper. Topics have changed, attitude and the way articles are done have changed to a more modern and future oriented content. Kauppalehti now contains more debate and looks much more into the future, opposite previously having a bigger focus on yesterday before the renewal of Kauppalehti.



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In the portfolio of Kauppalehti, the wide ranging lifestyle magazine Optio distributed with Kauppalehti is an excellent and professional choice when wanting to build up and maintain the brand awareness of design and high class products. Optio reaches Finnish consumers with the highest purchasing power. With a circulation of the same as Kauppalehti, Optio reach even more readers than Kauppalehti – in fact 219,000.



Rate 1/1 4C: € 15,800



Rate 1/1 4C: € 8,800

