

Fakta

The Leading Management Magazine in Finland
Cover Price: € 12.00

MARKET POSITION:

Fakta is the leading expert magazine in the field of management. The extremely high reader satisfaction is achieved through the practical daily benefits offered by **Fakta's** content. A typical reader of **Fakta** is actively involved in corporate decision-making. Being fairly comfortably off, personal investments and household investments are also important part of life. The most popular leisure time activities of **Fakta's** readers include cultural and physical activities. The readers are also active bloggers and take interest in home decoration and renovation.

		Fakta
Readership	(TNS Decisions Makers Atlas 2010)	35 000
Circulation	(Publisher Stat 2010)	16 000

EDITORIAL PROFILE:

Fakta provides the most recent research results and trends in business management across the world but has eyes also for the persistent daily problems in leadership. According to a reader survey, the magazine "provides tools for challenging situation and insights to be used as the context of own work".

Fakta is not just about figures or technology, it brings human beings into the picture and explains how successful a company is, how an organization operates, how the working community feels all depend on people.

TECHNICAL SPECIFICATIONS:

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