



The weekly business magazine in Finland  
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**MARKET POSITION:**

Launched in 1994, **M&M** has been a news publication specialised on marketing, advertising, sales and media business. The readership consists of 53% females and 47% males. A typical **M&M** reader works in marketing, sales or media relations, lives in the Helsinki metropolitan area, has a good income level and extensive responsibilities in corporate procurement. In these competitive environments **M&M** is the relevant media news partner for forum agency creatives. It is also an online service and an event organiser.

		<b>M&amp;M (weekly)</b>
Total Circulation	LT 2010	<b>9 554</b>
Readership	TNS Decision-Maker Atlas 2010	<b>43 000</b>

**EDITORIAL PROFILE:**

**M&M** is the media partner of the leading agency chains and advertising award contests in the world such as the Epica Awards. It is Europe's largest advertising contest which is made of journalists from advertising trade publications. **M&M** is about advertising, marketing, sales and the media. It is an exclusive publication for professionals. It is a media for pioneers, early adopters and trend setters. Readers express their identity by buying high quality brands.

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