

METALLITEKNIikka

The trade monthly on the metal industry in Finland
Cover Price: € 8.50

MARKET POSITION:

MetalliTekniikka is the trade magazine for Finnish metal industry professionals. 92% of its readers consider the publication useful for their work and 95% find it interesting (TNS Decision-makers' Atlas 2006). A typical **Metallitekniikka** reader has technical education, works in managerial duties in the industry and is actively involved in the corporate procurement decision-making process. **Metallitekniikka** is a true trade magazine that is acknowledged by the readers as both interesting and valuable for work. 38% of the readers are top decision-makers and 88% work in the industry and construction sector.

	MetalliTekniikka
Print run (Publisher 2010)	9,600
Readership (Publisher Stat 2010)	16,000
Average Reading Time (Publisher Stat 2008)	36 min

EDITORIAL PROFILE:

MetalliTekniikka has the look and the feel of its target group: innovative, skilful and productive. The magazine covers a wide range of topics related to the production chain of engineering and metal working industries in Finland: machinery, networking, R&D, CAE, automation, innovation, logistics etc.

TECHNICAL SPECIFICATIONS:

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