

Talouselämä

Weekly Business Magazine in Finland
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MARKET POSITION:

Talouselämä is the largest business business weekly in the Nordic countries and the most prestigious business magazine in Finland. The readers of *Talouselämä* are highly educated people with high income rates who serve in decision-making capacities. The principal responsibilities of readers are within general management, but the readership includes across industry. The readers have diverse participation in corporate decision-making and they act as opinion leaders for instance through active blogging and online journal writing.

| | | Talouselämä |
|-------------------|------------------------------------|-------------|
| Readers | (NRS Reader 2010) | 188 000 |
| Total Circulation | (Audit bureau of circulation 2009) | 80 101 |
| Reading time | (NRS consumer 2008) | 41 min |

EDITORIAL PROFILE:

Every Friday, *Talouselämä* enlightens its readers about corporate life, full of enjoyment and vision. It offers the most essential view of the business environment with fresh and keen insights. The publication has several different sections from IT, Finance / Investment to Trade, Transports or Food products. The most read sections are company acquisitions, investment, personal portraits, human resources and much more. It also has comprehensive business reports.

TECHNICAL SPECIFICATIONS:

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