



Weekly Magazine in Finland for Technological Skills
Cover Price: € 3.90

MARKET POSITION:

Tekniikka&Talous is the leading publication for people working in industry and technology. It reports the latest trends in research and development, activity and performance in the industry sectors. *Tekniikka&Talous*'s typical reader is a decision-maker with a high income. The readers are often engineers who take part in all purchasing decisions in the industrial sector. This quality magazine is well considered among this well educated key target group in Finland. Half of the readership has an upper management position with high incomes living in Helsinki area and other large cities of Finland.

		Tekniikka & Talous
Readers	(NRS reader 2010)	125 000
Total Circulation	(Audit bureau of circulations 2009)	95 853
Average reading time	(NRS Consumer 2008)	33 min

EDITORIAL PROFILE:

Tekniikka&Talous is a magazine dedicated to the Finnish readers interested in developing technological skills. It deals with the latest trends in research and development, industry current affairs and achievements. *Tekniikka&Talous* offers reports on success stories and the people who made them happen. The title covers all the main technology topics. There is a recruitment section which is useful for the ambitious readers.

TECHNICAL SPECIFICATIONS:

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