



Bimonthly Magazine for IT professionals in Finland

MARKET POSITION:

Tietoviikko is a bridge between IT professionals and the business world. A typical reader of **Tivi** works in the management sector; holds a supervisory position or is engaged in expert duties. The principal responsibilities are in IT. **Tietoviikko** has 45% coverage of decision-makers with IT responsibilities. The reader is involved in corporate decision-making, particularly in terms of technology and assists friends in technology purchases.

Tietoviikko readers spend their leisure time in a variety of hobbies – blogging, web surfing and photo/video being among the most popular ones. Other leisure-time activities include self-studies, ball games, motor sports, cycling, opera and classical concerts as well as jogging, walking and running.

		Tietoviikko
Readers involved in decision-making	TNS Decision-makers Atlas 2010	45 000
Circulation	Publisher 201	20 000

EDITORIAL PROFILE:

Tietoviikko is a bridge and also a link between technology and service providers with customers in shared forums, be it the magazine, the online news service or the events, such as the **Tivi** Mornings and Evenings.

It has long since evolved its role as a business support function – IT is the business. Bringing technological advances and the actual impact of IT projects into the public eye is typical mission of **Tivi** as Finland's only independent media in the ICT sector.

While hot daily news is available online, the increasingly in-depth printed magazine takes a more extensive look beyond the headlines. In addition, **Tivi** Evenings and Mornings set the scene for enlightening dialogue between service providers and customers.

TECHNICAL SPECIFICATIONS:

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