

MEDIACARD

Reach the decision-makers in all channels: over 20 000 key people!

amt.fi SECURITY 2020 is the most effective place to reach security decision-makers – to make new customers and to establish contacts with the real decision-makers. **amt.fi SECURITY** service package, printed catalogue, newsletters, and internet service present decision-makers with pertinent information needed to make purchasing decisions.

amt.fi SECURITY effectively reaches the key decision-makers, industry professionals and experts specialising in security solutions, services, design, and installation. **amt.fi SECURITY** understands who to find and how to find them. **amt.fi SECURITY** develops users to a contacts. **amt.fi SECURITY** is the right solution when you want to introduce your services to decision-makers.

Our Internet service contains specific information for other lines of industry too – just click and explore. The Security Industry Yearbook is already used by over 20,000 decision makers and executives involved in planning, projects, product development, maintenance and production.



Internet

www.amt.fi

Visits.....	30 726
Unique visitors.....	22 108
Pageviews.....	225 350
Pages/visit.....	7,33
Avg duration.....	5,29 min

Newsletter



Newsletter will be sent to more than 30 000 industry leaders who manage purchasing, sales, planning and investments in the security industry.

amt.fi Plastic & Rubber – newsletter 2/2018
OR 14,20%
CTR 3,71%

Printed catalogue

amt.fi SECURITY boosts your business as a versatile precision search service. It will increase the attractiveness of your business and help you to acquire partners (customers) who want to succeed. Introduce your business as a success story in the industry with amt.fi SECURITY.



Customized for the Security Industry's decision-makers

- The Association of Electrical Engineers in Finland SIL
- The Association of Finnish Electrical Designers NSS
- Town and Municipality security decision makers
- Company security officers and decision-makers
- Administrative sector officials
- Superintendent offices
- Insurance companies
- Members of parliament

Professional fairs

Alihankinta.....	24.-26.9.2019.....	Tampere
FINNSEC FINN.....	2.10-3.10.2019.....	Helsinki
Teknologia19.....	5.11-7.11.2019.....	Helsinki
Sähkö-Tele-Valo-Av.....	5.-7.2.2020.....	Jyväskylä
Asta Rakentaja.....	31.1.-2.2.2020.....	Tampere
Konepaja.....	17.-19.3.2020.....	Tampere



Mobile

A mobile device is an important part of decision makers' work and business. amt.fi SECURITY content for mobile professionals. Download and try: smart.amt.fi/turvallisuus

Contents:	companies, products, clients, services
Interfaces:	www.amt.fi service, printed catalogue and newsletter
Users:	over 20 000
Copies:	16 000
Duration:	12 months



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We will be in touch soon with further information!



CONTENT PRICES

COMPANY AND ORGANISATION DIRECTORY

<input type="checkbox"/> Basic information	250 €
<input type="checkbox"/> Logo	230 €
<input type="checkbox"/> Company description	150 €
<input type="checkbox"/> Hyperlinks on the website.....	150 €

INDUSTRY DIRECTORY

<input type="checkbox"/> 1-50 titles	210 €
<input type="checkbox"/> 51-100 titles	290 €
<input type="checkbox"/> the following titles	3 € / each
<input type="checkbox"/> Product picture with the title in the internet service	50 € / each

CLIENTS, BRANDS AND

WWW-ADDRESSES DIRECTORY

<input type="checkbox"/> 1-10	160 €
<input type="checkbox"/> 11-30	250 €
<input type="checkbox"/> 31-60	300 €
<input type="checkbox"/> following	4 € / each

(includes a hyperlink to the clients web page)

NEW: MOBILE SERVICE

<input type="checkbox"/> Logobanner at the top of the mobile service.....	500 €
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ADVERTISEMENT SIZES AND PRICES

COVERS

<input type="checkbox"/> Front cover 100 x 140 mm	6000 €
<input type="checkbox"/> 2nd cover 140 x 210 mm	3000 €
<input type="checkbox"/> 3rd cover 140 x 210 mm	2500 €
<input type="checkbox"/> Back cover 148 x 210 mm	5000 €
<input type="checkbox"/> Back of book 70 x 8-12mm	2000 €

TEXT PAGES

<input type="checkbox"/> 1/1 page 148 x 210 mm	1900 €
<input type="checkbox"/> ½ page (horizontal) 120 x 89 mm	1100 €
<input type="checkbox"/> ½ page (vertical) 58 x 180 mm	1100 €
<input type="checkbox"/> ¼ page 58 x 89 mm	600 €

OTHER ADVERTISING SPACES

<input type="checkbox"/> Tabs 138 x 210 mm	2300 €
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NOTES

<input type="checkbox"/> Footnote 100 x 10 mm (right)	3000 €
<input type="checkbox"/> (left)	3000 €
<input type="checkbox"/> Sidenote 100 x 7 mm (right)	3000 €
<input type="checkbox"/> (left).....	3000 €

ADVERTISING IN THE INTERNET SERVICE

Banner

<input type="checkbox"/> 980 x 90 px (Leaderboard)	3000 €
<input type="checkbox"/> 200 x 350 px (Skyscraper).....	2000 €
<input type="checkbox"/> 200 x 250 px (Banner)	1500 €
<input type="checkbox"/> 200 x 175 px (Large logobanner)	1200 €
<input type="checkbox"/> 200 x 115 px (Logobanner)	1000 €
<input type="checkbox"/> NEW: link to YouTube video	500 €

PRODUCT NEWS (Internet service & newsletter)

PRODUCT NEWS (image+text+keyword linkage)

The product news is sent with the newsletter and published in the internet service

<input type="checkbox"/> Product news in one newsletter	450 €
<input type="checkbox"/> Product news in two newsletters.....	650 €

TECHINAL DETAILS AND MATERIALS:

PUBLISHING TIMETABLE AND DISTRIBUTION: June 2019

TECHNICAL DETAILS:

Size: A5 (148 x 210 mm).

5 mm bleed on all edges for materials without margins.

Glue binding must be taken into consideration in spread advertisements.

Copies: 16 000 kpl

Printing method: offset

Binding: glue

Place of printing: PunaMusta

Layout: Bit & Page Oy

MATERIAL REQUIREMENTS AND LOGOS:

Print ready PDF- file: resolution 2400 dpi, pictures' resolution 300 dpi.

Resolution 300 dpi. Pictures in EPS or TIFF-format, resolution 300 dpi

Color pictures in CMYK-format.

A draft must be included with the material.

Logos for the internet service in JPG-format, resolution 72 dpi.

ADDS:

E-mails with attachments: aineistot@amt.fi

MEDIA SALES:

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INVOICING:

Directory information is invoiced after the order confirmation.

Advertisement space is invoiced after publishing.

amt.fi SECURITY 2020 comes out in June 2019.

INDEX INFORMATION TOTAL: €

ADS: €

Date: _____

Company: _____

Address: _____

Person: _____

Title: _____

Phone: _____

E-mail: _____

Signature: _____

ISSUER AND PUBLISHER:



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