



S&A

MEDIA INFORMATION 2010

S&A

The office professional journals

Topics covered include office technology, other working tools and practices, the office environment, business travel, corporate events, coping at work, continuing education, business gifts, recruitment and other personnel issues as well as language issues.

S & A is published eight times per year.

Annual theme inserts include Conferences & Congresses, Business Travel and each autumn a calendar of corporate events with a web version.

In addition, subscribers twice a year receive a Business Gifts publication.

Editor-in-Chief Thea Ekholm



SPECIAL INSERTS AND EDITIONS FOR 2010

Index of Corporate events

The index is published in the December edition.

Conference & Congress

S & A will publish a special insert, Conference & Congress, with its 3/10 edition which will serve as a guide for organizing a successful Conference or Congress and present examples of conference locations. 1 500–2 000 copies of the insert will be distributed at the Congress Fair 10 at the Finlandia Talo April 14th–15th, 2010.

Business Travel insert

A special insert concentrating on business, conference and incentive travel will be published in connection with issues 1/10 and 6/10.

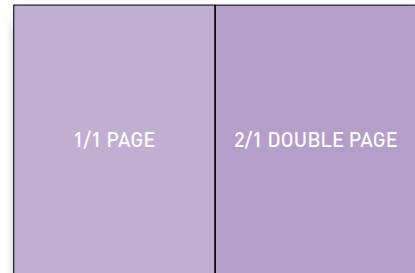
S & A is the professional journal for the office professional, which reaches about 58 000 readers who work both the public and private sectors.



AD PRICES AND TECHNICAL INFORMATION

Size	4 colour	2 colour	black & white
2/1 440 x 295	7 493 €	6 245 €	5 619 €
1/1 220 x 295	4 044 €	3 437 €	3 117 €
1/2 hor. 200 x 132, vert. 95 x 275	2 292 €	2 003 €	1 858 €
1/4 hor. 200 x 61, vert. 95 x 132	1 339 €	1 135 €	991 €

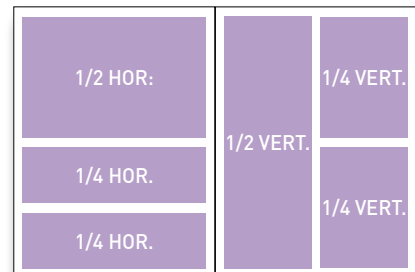
Please leave a 3 mm trimming allowance when it goes to the edge of the page.
VAT will be added to all prices.



INSERT RATES (PRICES DO NOT INCLUDE VAT)

Entire press run 16 000 kpl	Greater Helsinki 10 100 kpl	Insert
6 182 €	4 968 €	2 pages or card
7 728 €	6 173 €	4 pages
8 500 €	6 825 €	8 pages
+ 22%	+ 22%	ALV

Please leave a 3 mm trimming allowance when it goes to the edge of the page.
VAT will be added to all prices.



PUBLICATION DATE AND THEME

	EDITION	RESERVATION	MATERIAL	DATE	THEMES
1/10	15.1.	21.1.	5.2.	Smoothly towards Retirement. Business Travel Insert.	
2/10	18.2.	25.2.	12.3.	Secured Office Environment. Events on Waters Insert.	
3/10	25.3.	7.4.	21.4.	Recruitment's ABC. Conference & Congress Insert.	
4/10	14.5.	20.5.	4.6.	Office IT, Summer Extra. Reader Survey Issue.	
5/10	13.8.	20.8.	7.9.	Working life's ABC — what should a novice know. Fair Catalogue.	
6/10	17.9.	24.9.	11.10.	International and Multicultural Working Community. Business Travel Insert.	
7/10	22.10.	28.10.	12.11.	Salary Survey 2010. Training & Education Insert.	
8/10	18.11.	25.11.	10.12	Permanent job or Contract Employment? Wellness Insert. Business Events Guide.	

Advertising inserts between pages

It is possible to place various kinds of advertising inserts into the magazine. Example rates are in the table left. The inserts can be loose, glue-drop inserts or product Sample inserts.

The maximum folded size of the insert is 220x295 mm. Post production materials are to be mailed one week prior to the published date of publication of the journal.

Attn! Check the technical specifications of the insert before printing and request detailed shipping instructions from your contact person. A model of the insert must be provided to BBM and to Art-Print Oy.

Shipping address for inserts: Speeddirect, Konetie 1, 04300 Tuusula, Finland.
Attn: BBM.

Please include clear instructions as to the edition in which the insert is to be placed.



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MARKETING OPTIONS

Supplements

The magazine publishes various advertisers' supplements, either as an insert or separately. The rates are subject to VAT at 22%. Please ask our sales team for further details.

Additional covers

Having your own cover for your advert will ensure the best visibility. This can be done in the magazine in many different ways: gate-fold, 6-paged or partial cover. Please ask our sales team for options and prices.

Wrap

An additional wrap is a clever way to reinforce visibility when your product or service is already included in the inside pages. A wrap puts the magazine in a package so that the reader can't avoid it. The wrap that goes around the magazine is sized 120 x the circumference of the magazine. You can direct the readers' attention specifically to the page where your product or service is on display. A wrap can also be used to reinforce Internet advertising. Please ask our sales team for options and prices.

When an advert is not enough, use an advertorial!

An advertorial is like a magazine article; there is a news item with a point, a story and a rise in pitch at the end – according to taste and the subject. It can only be distinguished from the other editorial features of the magazine by a small word in the margin: advertisement.

It is worth using an advertorial when there is a lot to say, such as during the introductory phase of a new product or service. The customer decides on the textual content and on the angle, just as if it were a normal advert. The text is written by a skilled journal-

ist in close cooperation with the customer. A graphic designer will give the advertorial the desired layout, which will support the message contained in the text. The same material can, if required, be used in several publications, just like advertising material.

Please ask our sales team for further details.

Internet exposure

Please ask our sales team for further details about our tailor-made solutions and prices.

Technical data, delivery of advertising content

Page size: 220 x 295 mm, printed area: max. 220 x 295 mm, Print type: Offset, Binding: Stiff backing. Material to be delivered digitally, preferably in pdf format, Address: ilmoitukset@bbm.fi Advertising copy mailing address: BBM Oy, S & A -lehti, Laturinkuja 10, 02650 Espoo. Additional information: Graphic designer Aino Puttonen, phone (09) 5421 0119, fax (09) 5421 0132.

Print run and price effectiveness

The normal print run for S & A is 16 000 distributed to 16 200 individual subscribers.

S & A 5/2010 is a trade fair issue so an extra 3 000 copies are printed for distribution at the fair.

Discounts

Advertising agency discount 15% for authorized media and advertising agencies.

Subscription rates for S & A

Long term rate 70 €/yr, short term 80 €/yr.

Payment terms, claims

An advertisement cancelled after the final booking date will be charged at the full rate. Claims regarding errors in an advertise-

ment must be made no later than eight (8) days following publication of the advert. The magazine's liability is limited to a maximum corresponding to the price for the advert. Terms of payment: 10 days net, interest for late payment: 13 %

Account

Helsingin OP Pankki Oyj
IBAN FI65 5780 1020 0111 88
SWIFT / BIC: OKOYFIHH

Ad cancellation and compensation

After the final submission deadline, we will charge the full price for the ad. Notice of errors and omissions in advertising must be made within 8 days of publication.

Responsibility for errors

Business to Business Mediat Oy liability for errors in advertisements accepted for publication is limited to the cost of the advertisement. Business to Business Mediat Oy is not responsible for damages if the advertisement can not be published on a given date. We will only accept claims for error-free content received by the deadline. Notice of errors in advertisements must be made within 8 days of publication.

Rates apply from 1.1.2010

The rates in this media card apply from 1.1.2010 onwards. Business to Business Mediat Oy reserves the right to amend the rates. When the rates change, the changes also apply to previously made bookings. Any increase in costs caused by laws, decrees or the actions of authorities will increase the rates as from the date that the regulations enter into force. Such increases will also apply to previously made bookings. ■