

Boost your sales by Direct Emails to Professionals

The newsletters of Finnish Chemical Magazine and Finnish Recycling News provide an excellent option to reach professionals in respective fields. We now offer you an opportunity to promote your products and services to the readers of both newsletters by a direct email.

In a direct email, the whole message is reserved solely for you. The headline, text, links, logos, and layout will be drawn up according to your wishes and the email delivered on the desired date.

A direct email is an effective option when you wish to

- inform potential customers on your products and services
- promote your training programmes or future events
- make targeted and/or special offers to Finnish professionals
- reach a particular target group and key persons in the field
- find new contacts and customers
- recruit the best experts
- attract professional visitors to your website

"The campaign paid off in no time. In just a few days, I got the first request for an offer, which resulted in a significant assignment."

Ilkka Helander, PhD, Transland Ltd

"The direct email reached the right target group and our event gained large attention. The outcome was so good that we shall keep using this channel in the future."

Harri Köymäri, CEO, Hosmed Ltd

Further information and reservations:

jaana.koivisto@kemia-lehti.fi
jaana.koivisto@uusiouutiset.fi
tel. +358 40 770 3043

seija.kuoksa@kemia-lehti.fi
tel. +358 40 933 1147

marja-liisa.louhio@uusiouutiset.fi
tel. +358 45 1144 723



RATES

(A 24% VAT added for customers in Finland)

- Direct Email to the readers of the *Finnish Chemical Magazine* newsletter EUR 1,200
- Direct Email to the readers of the *Finnish Recycling News* newsletter EUR 1,000
- Direct Email to the readers of both newsletters EUR 1,900

The over 4,600 subscribers of the *Finnish Chemical Magazine* newsletter are professionals and decision-makers in chemistry and related fields.

The over 3,000 subscribers of the *Finnish Recycling News* newsletter are professionals and experts in waste management and environmental protection.