

## Boost your sales by Direct Emails to Professionals

Finnish Chemical Magazine and Finnish Magazine of the Circular Economy E-newsletters provide an excellent option to reach professionals in respective fields. We now offer you an opportunity to promote your products and services to the subscribers 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

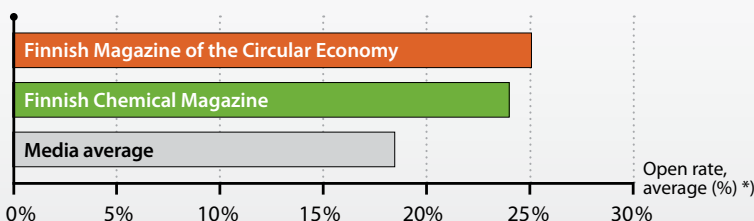
### Finnish Chemical Magazine Direct Emails

- to over 4,700 professionals and decision-makers in chemistry and related fields

### Finnish Magazine of the Circular Economy Direct Emails

- to over 3,000 professionals in circular economy, waste management and environment

Reach your exact target group!



\*) MailChimp 2017

### Further information and reservations:

**pekka.laatikainen@kemia-lehti.fi**

tel. +358 40 574 7701

**jaana.koivisto@kemia-lehti.fi**

tel. +358 40 770 3043

**maria.niinivuori@uusiuutiset.fi**

tel. +358 45 1120 232



RATES (A 24% VAT added for customers in Finland)	EUR
Direct Email to <i>Finnish Chemical Magazine</i> newsletter subscribers	1,300
Direct Email to <i>Finnish Magazine of the Circular Economy</i> newsletter subscribers	1,000
Book several direct e-mails at once and save!	
• Two emails –10 %    • Three emails –15 %	
• Four emails –20 %    • Five emails –25 % off the normal rate	
Direct Email to the subscribers of both newsletters	1,900
The open and click report is included in the rates. For extra charge (EUR 50) we can also provide the domains of those who clicked your links.	

*"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