

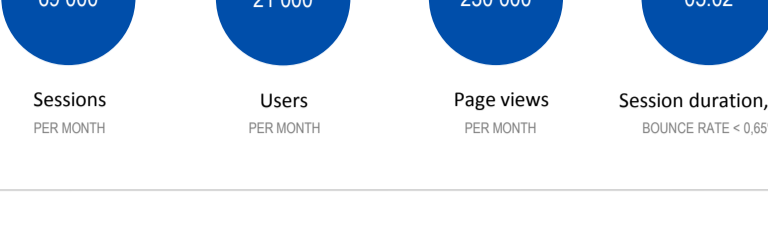
About us

We reach the Finns interested in investing

Sijoitustieto.fi is a 2014 founded finance and investing related web media targeted for Finnish market. We have already reached 300 000 readers who are interested in investing. Our goal is to establish a high standard investing community with diverse content, modern face and social aspect. We reach mostly urban audiences interested in investing services and investing, sports, cars and vehicles, TV, travelling and news. Our regular visitor is a 25-44 old man.

Site reach

Monthly average 1/2016 – 3/2016



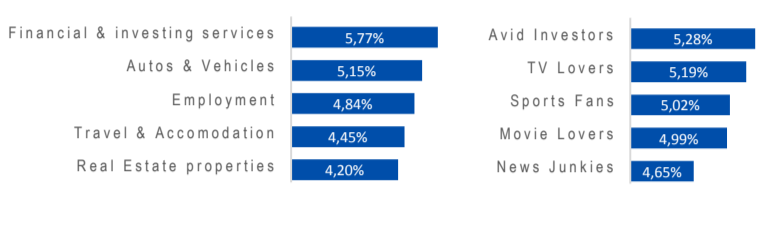
Users profile

Gender and age



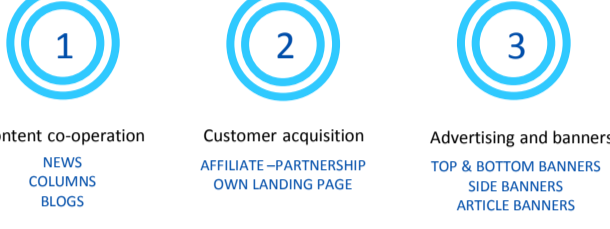
User interests

Top5 In-market segment and Top5 Affinity-category



Partnerships

Sijoitustieto offers efficient ways to reach the target group



Content co-operation

NEWS

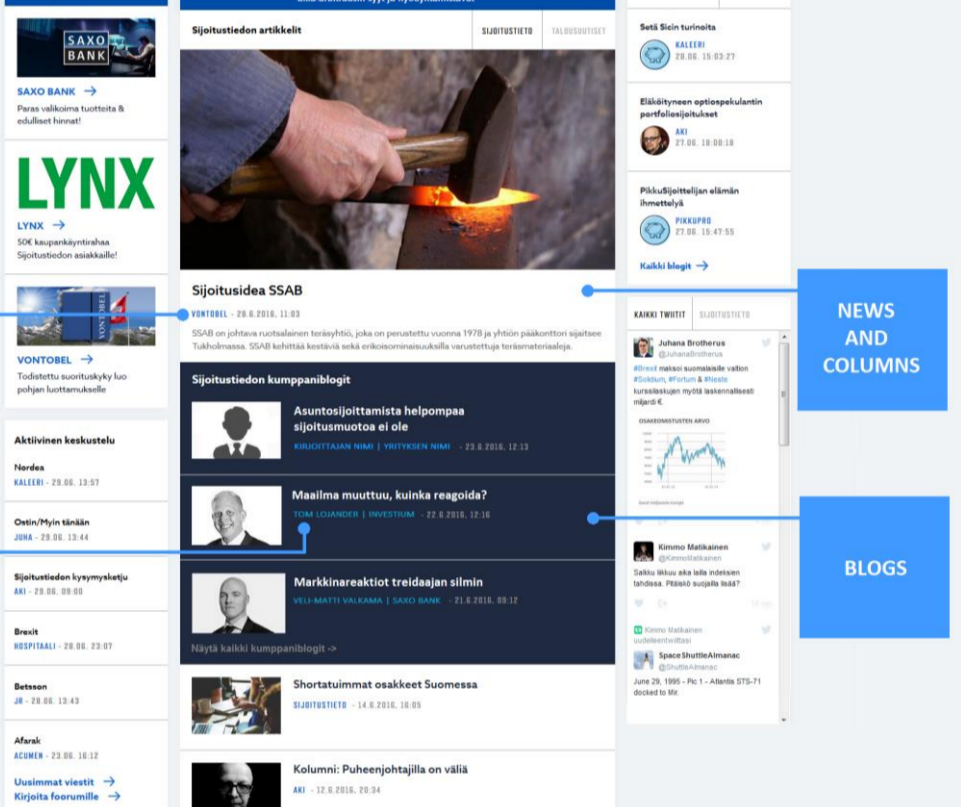
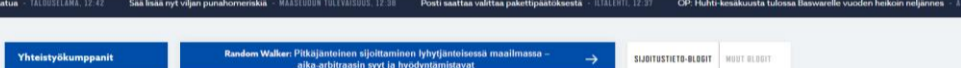
Regular investing-related news pieces in our front page
Content and themes discussed with Sijoitustieto
Approximately 1000 – 5000 readers per each article
Reaches approximately 600 000+ page views in the front page in a year

COLUMNS

Regular investing-related column in our front page
Directed for professional writers/authors
Approximately 2000 – 8000 readers per each article
Reaches approximately 600 000+ page views in the front page in a year

BLOGS

Regular investing-related blog in our front page
Directed for companies, organizations and communities
Approximately 20 000+ readers in a year
Reaches approximately 600 000+ page views in the front page in a year



THE MOST INTERESTING CONTENT WILL BE PUBLISHED IN SOCIAL MEDIA AS WELL, 2900 FOLLOWERS IN FACEBOOK, 2200 FOLLOWERS IN TWITTER

Ask more: harri.koski@sijoitustieto.fi

Customer aquisition and sales

AFFILIATE –PARTNERSHIP

New customers to partners from the Sijoitustieto -community
Look at "Yhteistyökumppanit" and "Parhaat tarjoukset" -sections

LANDING PAGE

Partner's landing page in Sijoitustieto
Possibility for reader to open an account
An incentive for reader to open account, look at "Parhaat tarjoukset" -section
Revenue Share –deals or fixed fee

Ask more: harri.koski@sijoitustieto.fi

Advertising and banners

TOP BANNER

Free size
For example: 980 X 120 tai 980 X 400
Price is size dependent: CPM 10-25 €

BOTTOM BANNER

Free size
For example: 980 X 120 tai 980 X 200
Price is size dependent: CPM 5-10 €

SIDE BANNER

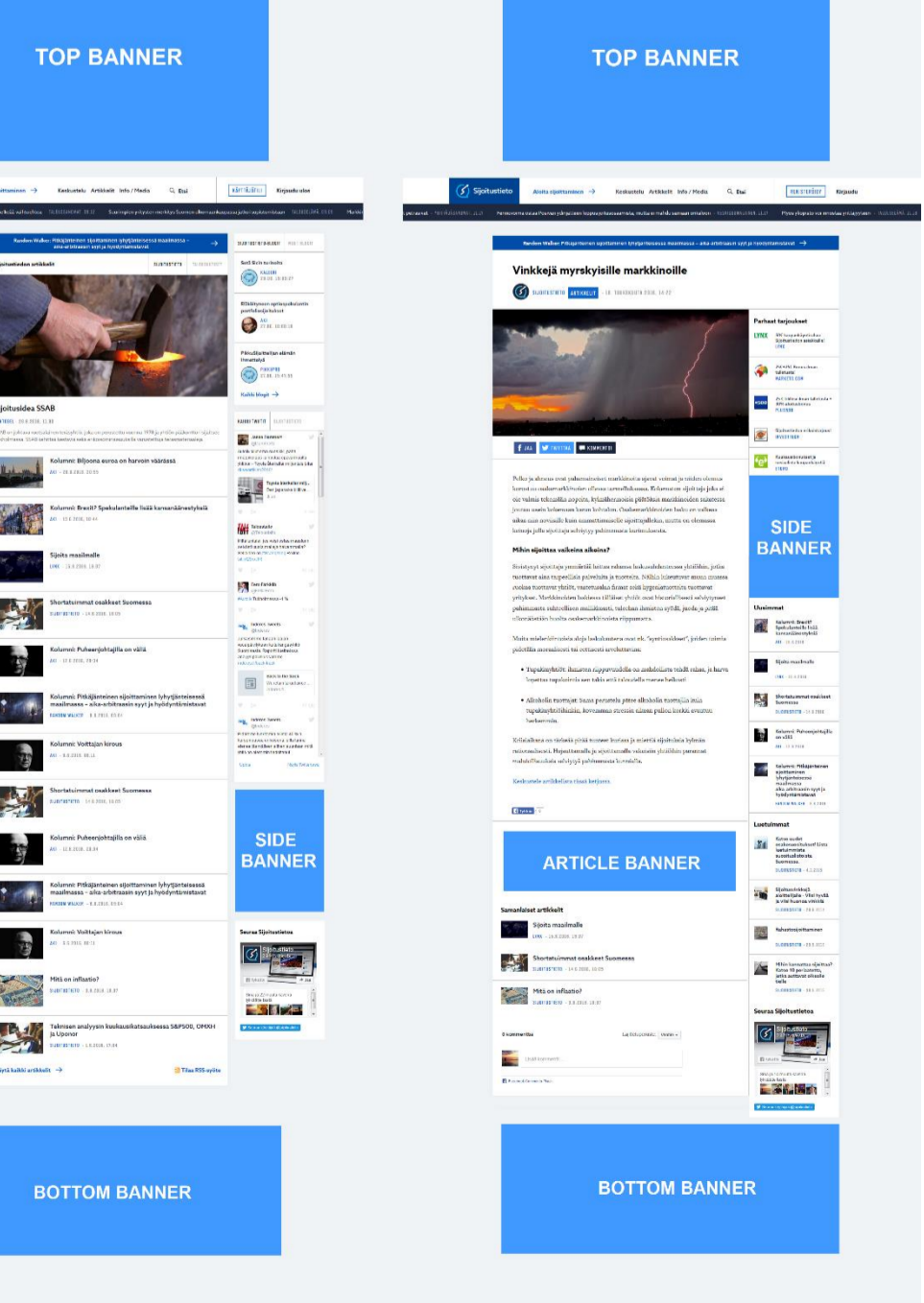
Width 250px, height free size
For example: 250 X 400 tai 250 X 600
Price is size dependent: CPM 5-10 €

ARTICLE BANNER

Free size
For example: 600 X 200, 600 X 400
Price is size dependent: CPM 10-15 €

Front page

Article page



Are you interested?

Please contact us and ask more about our cooperation.
We will surely find a solution for your needs!



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SALES AND MARKETING
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