



Industrial News Service-INS Brazil-Finland day

Trade media in the global market

By Ben Idström

CEO

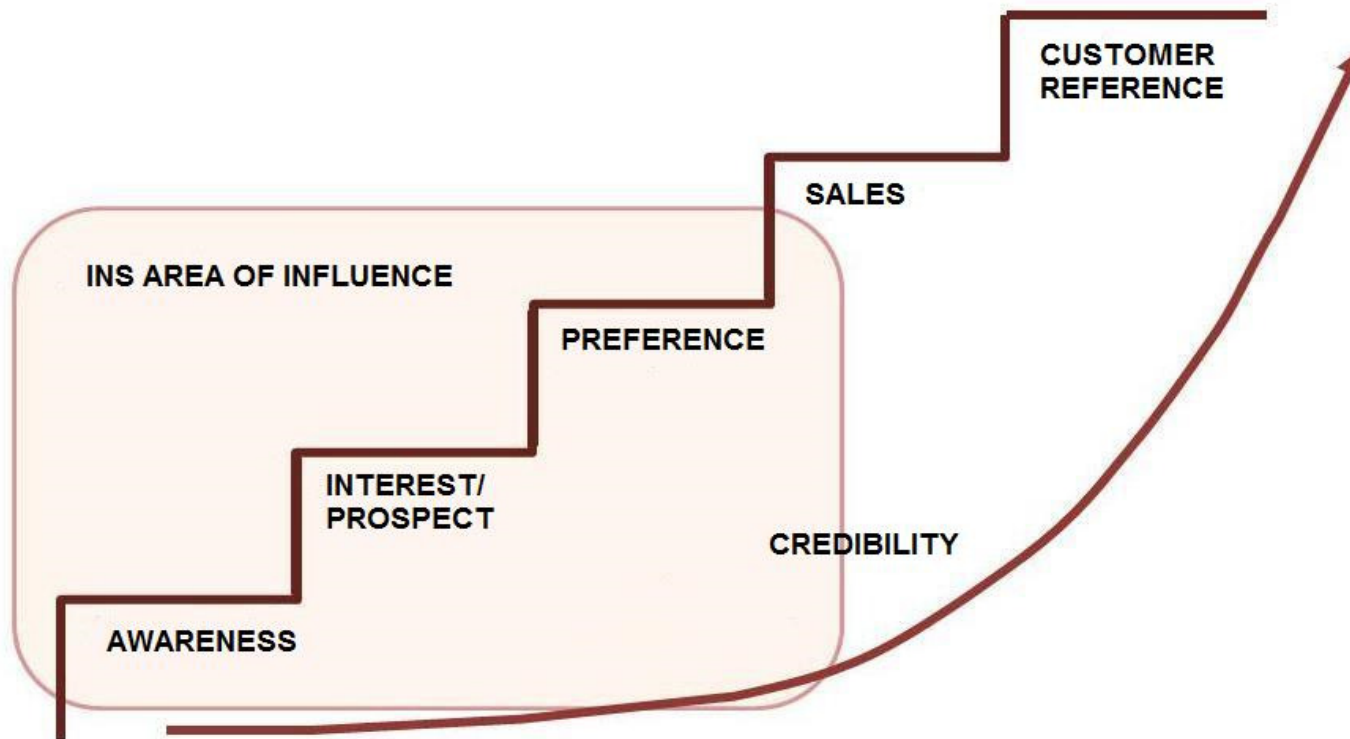
April 26th, 2011

/ins

What is Trade press?

- Trade press refers to publications that are aimed to professional audience in various industries.
- Over 100,000 titles are available all around the world and cover the most important business and industry news.
- They are published in English as well as in local languages.

Trade media influence



/ins



Trade press in Brazil

- With the country's diversity of industries the trade media culture is increasing.
- This in turn is being the case for other Latin American countries, where more and more trade publications are emerging.



Konecranes

Target areas:

- Western and Eastern Europe
- North America
- South America
- Asia
- Middle East
- Australia

Translated into 8 languages

Target industries:

Material handling

Logistics

Ports, etc.

Publicated in 102 magazines all over the world, with an approximate readership of 13 million.


Numcore

Target areas:

- Nordic countries
- Western Europe
- Latin America
- Asia

Translated into 9
languages

Target industries:



Pulp and paper
Mining
Automation
Instrumentation

Published in 53 magazines all
over the world with an
approximate readership of
3 million.

/ins



Industrial News Service -INS

www.ins.se info@ins.se +46 8 6010 000
Bolinders plan 2 1tr, Box 12705, SE - 11294 Stockholm

www.ins.fi sales@ins.fi +358 9 6120 990
Pohjoisesplandadi 21 B Norra esplandaden
FI-00100 Helsinki Helsingfors

/ins