

For us curious MESSUKLUBI

Reach your target group effectively!

Messuklubi is a club for anyone interested in the events targeted for the general public and held at Messukeskus Helsinki. The members receive newsletters from their favourite events 6-8 times a year and the membership is free. The newsletters attract visitors to the event, include special offers, invite people to take part in lotteries and other competitions, gather feedback, and reveal information about the event's programme already well in advance. **The newsletters are in Finnish.**

The visitors look forward to the newsletters of their favourite events as they have ordered them personally and are interested in the subject or theme of the event.

There are 19 newsletters and each event has its own members, all in all nearly 580,000.

Make the most of you participation and book additional visibility in the event's newsletter!

Advertisement - bring your customers to you

The basic option includes:

- text (max 30 words)
- picture (190x190 px tai 295x150 px)
- link or links (guide customers to your company website)

Having an ad in the newsletter is an excellent way to attract visitors to your store, webpage or to your exhibition stand.

Reach your target group effectively!



Banner - dominate the newsletter

There are two size options for banners (600x200 px or 600x100 px) and banners can be linked to your company website.

Organise an event for the members

The members are eager to take part in all kinds of events tailored for them. Would you like to promote your products to this exclusive group of people? Or would you like to organise a pop-up event in your store? Send invitations to this selected group of consumers!

Tell us your ideas and ask for a quotation!

Options and prices	under 25.000 members	over 25.000 members
ADVERTISEMENT (M500)	1000 €	2000 €
BANNER (M501)	1000 €	2000 €

Current VAT is added to the prices.

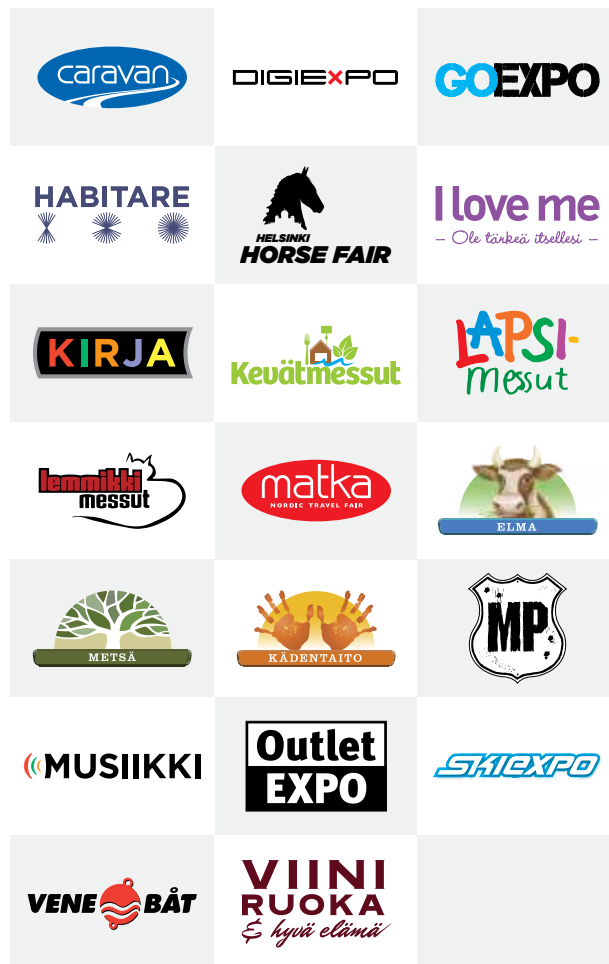
Would you like to take over an entire newsletter? You can also book exclusive visibility!

For more information, please contact the sales team of the event in question. Messukeskus Helsinki, tel. +358 40 450 3250, asiakaspalvelu@messukeskus.com, www.messuklubi.fi

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Memberships in each club (situation 16 November 2015):

Caravan 6,783
DigiExpo 14,622
GoExpo 42,450
Habitare 39,525
Helsinki Horse Fair 4,897
**I love me -
Beauty, Health, Fashion, Jewel&Watch** 79,017
The Helsinki Book Fair 43,712
Spring Fair 46,674
The Child Fair 26,280
Pets 13,616
MATKA Nordic Travel Fair 95,365
**Our weekend -
ELMA, Helsinki Forest Fair, Arts&Crafts** 32,978
MP Motorcycle Show 33,640
Music 17,339
OutletExpo 16,882
Skiexpo 34,063
The Helsinki International Boat Show 15,116
Wine, Food & Good living 14,534



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messuklubi.fi

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Messukeskus