

# MF INTERNATIONAL SPECIALS

# FINLAND

November 2018



Camera di Commercio Italo-Finlandese  
Suomalais-Italialainen Kauppamariyhdistys  
Finnish-Italian Chamber of Commerce



# MF INTERNATIONAL SPECIALS: FINLAND

In **November**, **Milano Finanza** will be released with a **special insert** dedicated to **Finland**.

Class Editori will support the special with a **multimedia campaign** both **online** and on the **TV Class CNBC channel**.

The special will be enriched with multimedia contents on **MF MilanoFinanza.it**

On the websites could be included interactive advertisement.

Class CNBC will broadcast a special 30 minutes report about Finland with interviews with entrepreneurs and professionals, extending the initiative to national and international institutions.

Moreover, shortly after the Special Publication, **a conference will be organized** with the participation of journalists, entrepreneurs, and institutions of Finland and Italy to share news and meet the protagonists of the world of finance.



## Key sectors growth:

IT and Digitalization      Bio Economy

Health e Wellness      Food Industry

Retail and  
distribution      Cleantech

Macro-economic trends in the short, medium and long term. Forecasts about growing markets, industrial development and trade.

# FORUM, SUCCESS STORIES AND COUNSELING

## Interview with Jyrki Katainen



European Commission Vice-President and former Finland Prime Minister

**Most important banks and the financial environment.** Advantages and How to set up a company in Finland.



Why Finland can be a **strategic choice**.  
The opinion of the Italian investors.



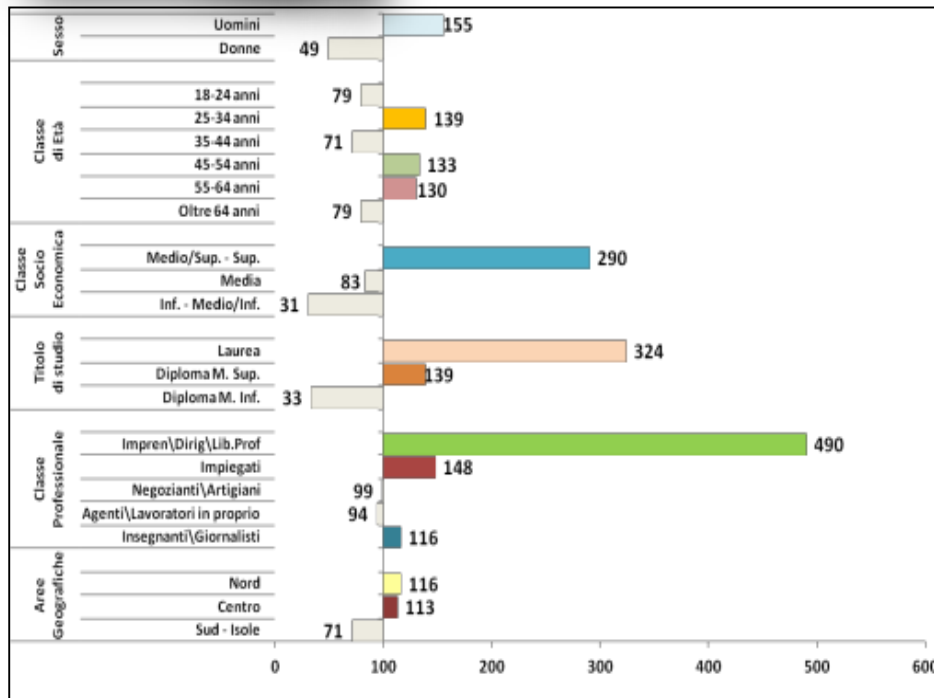
**Success stories** of Finland and Italy.





**Director MF/Milano Finanza:** Edoardo de Biasi  
**Distribution MF:** from Tuesday to Friday  
**Distribution Milano Finanza:** Saturday  
**Circulation:** 57.076 (ADS Luglio 2018)  
**Readership:** 132.000 readers (Audipress 2018/II)

For 30 years it has represented the most important financial community in Italy, providing a 360-degree financial and economic information:



- ✓ Its accuracy, truthfulness and authoritativeness are well known in Italy (partnership with TGCom and TG5) and abroad (exclusive Italian partnership with The WSJ-Dow Jones & Co).
- ✓ A professional, motivated, loyal and well-informed target of readers.
- ✓ **Multichannel availability:** Desktop, Tablet, Mobile, APP and a multimedia enriched version.

# NOT ONLY A NEWSPAPER: DIGITAL AND MULTIMEDIA

In his digital version, MF MilanoFinanza extend his reach thanks to the multimedia enrichment.

## Milano Finanza:

1.753.000 monthly unique users.

45.300.000 monthly impressions (per page)\*



1. TICKER CLICCABILE SULL'ADV



2. ATTERRAGGIO SULLA PAGINA DI DESTINAZIONE



3. CALL-TO-ACTION



4. AZIONE FINALE: PAGINA DOWNLOAD BROCHURE



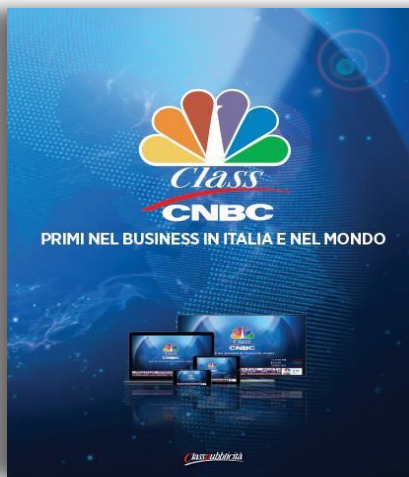
The digital copy of MF Milano Finanza is available online from any device (desktop and mobile), allowing to reach those who embody the target characteristics but with different reading habits.

With 9.525 unique subscriptions, the digital version of MF MilanoFinanza, reach 42.000 readers per day increasing the readership.

Multimedia contents such as websites URL, video and photo gallery, enrich the advertisement and make it interactive increasing the engagement.

The URL, for example, allows users to land on the advertiser website just by clicking the banner.

# CLASS CNBC: A LARGE AUDIENCE



**Director:** Andrea Cabrini

**Distribution:** satellite pay, APP/streaming

**Channel:** Sky 507

Class CNBC is the first Italian TV channel dedicated to business and finance.

Class CNBC is the result of the joint efforts of Class Editori and CNBC, the world's leading television network of economy and finance.

The new channel allows you to be connected in real time **24 hours** with the capitals of business and finance from the opening of Asian markets until the closure of Wall Street.

It is the channel of the **scoops**, the **latest news** and the **data** that move prices and markets, but it also shows **great interviews** with bankers, entrepreneurs, managers, at the top of Italian and international institutions that design the future.

An authoritative reference point for business community and media industry that reaches a large certified audience.

ESPOSTI A CLASS CNBC SETTIMANA



Chi ha visto Class CNBC

- in TV almeno 3 minuti negli ultimi 3 mesi
- sul web

**3,6% del Totale occupati 18+**  
**1,4 milioni**

Esposti a Class CNBC  
nel mese medio,  
rilevati tramite meter  
(*sound matching*)



# IN PARTNERSHIP WITH:



Camera di Commercio Italo-Finlandese  
Suomalais-Italialainen Kauppakamariyhdistys  
Finnish-Italian Chamber of Commerce

- The Finnish-Italian Chamber of Commerce is an independent, not for profit, voluntary membership organization devoted to foster business relations between Italy and Finland. Italchamber- Finland is a registered organization recognized by the Finnish Law.
- The Chamber is formally associated to Assocamerestero

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- Jesa Capital is a strategic advisor that promotes strategic partnerships, M&A and market entry between Italian and Scandinavian enterprises, as well as operating in the Far East for over 20 years.
- It is member of the Finnish-Italian Chamber of Commerce as well as member of the Finnish-Chinese Chamber.

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