



Visionist.fi

channel & press website

Do you want to inform reseller channel and other interest groups about your products or services? Visionist's channel website is right place to communicate with IT, consumer electronics and digital entertainment professionals in Finland. You can publish your releases to reseller channel and get your message through exactly as you want. You can also publish already made press releases that your PR agency hasn't sent to reseller channel because they are only serving major media. Visionist.fi is the only online media that is focused on reseller channel in Finland!

Channel communication is extremely important, but many times neglected part of overall marketing mix. Distributors' communication is mostly limited to short-term offers and many people in reseller channel don't even have access to distributors' websites. Visionist.fi is open for everybody - even for independent sales persons and end-users!

Visionist.fi's channel website includes more than news releases on front page. It also has versatile search features and all news releases will be shown in monthly newsletter as well. All news releases can be found from the website months after they are published. All news can also be read through rss and email feeds. They can also be shared in several social networks.

Visionist is also writing free channel news. Do you have a story idea or would you like to write a story about an issue that interests the whole channel? Visionist.fi also works as reseller channel's opinion forum, so all ideas and stories are welcome!

Channel communication is affordable! With Visionist's channel website you can reach over 2 000 reseller stores including major retail chains, corporate resellers and independent resellers.

If your material is ready (in Finnish) to be published in Visionist's channel website, then one news release costs only 200 euros (vat 0%). If you want that Visionist will produce the material, then the cost is still only 400-500 euros (vat 0%) per news release depending on distribution. We are also ready to negotiate special deals and we do exactly the kind of activities you need!

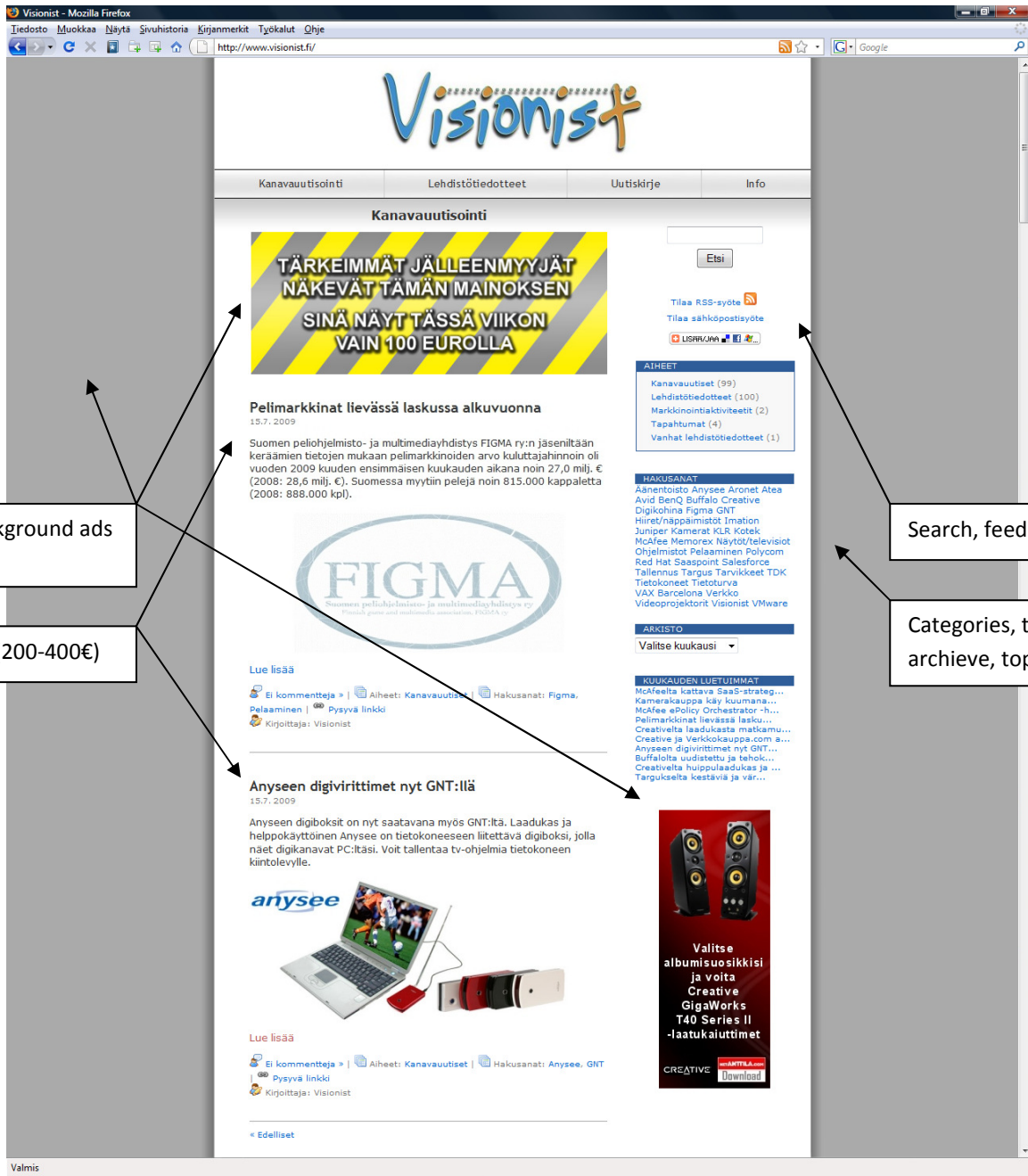
You can also advertise in Visionist.fi! Options are horizontal banner before the first news, vertical banner in right margin and background image behind the whole website. Pricing is simple: all banners cost only 100 euros per week (vat 0%).



Visionist
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Visionist.fi

front page



Pricing

Press and channel release 500 €

Localization and distribution of press release, visibility at Visionist.fi,
monthly newsletter, reporting*

Channel release (visibility only) 400 € (200€)

Localization of channel release (or ready-made text+photo), visibility at Visionist.fi,
monthly newsletter, reporting*

*+4 €/print clip, online clip reports free

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