

Faktori

professional magazine for communication

FAKTORI Media information 2011

The new-look Faktori is a specialist magazine for graphic arts and print communication professionals with focus on decision-makers and professionals in the field. The readers of the magazine work in tasks requiring high technical command and knowledge of the printing technology and communications. They are senior and technical personnel, engineers, technicians, line managers and printers' line managers, production executives together with sales and marketing professionals.

Faktori is published five times a year.

The print run is 4,500 copies with a circulation of 2,910 copies (based on a 2003 poll of readers) with the extra distribution of minimum 1,000 copies.

Faktori offers the best access to decision-makers and professionals in the field

- 69.6 % of the readers are responsible for purchasing supplies
- Faktori is carefully read: 66 % of the readers read the magazine at least twice
- The magazine is kept for future reference by 67.1 %
- 52.2 % work in a company that employs at least 100 people.

Faktori is a member of the Finnish Periodical Publishers' Association.

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