

## Why do that?

Bestmarketing.ee is the best way to target advertising directly to the marketing employees.

## Characterization

Website is suitable for the providers of services necessary for marketing people:

advertising agencies, media agencies, design bureaus, Internet marketing agencies, public relations, audio-video production companies, photographers, printing houses, event marketers, market researchers, telemarketing service providers, newspapers, magazines, portals and other providers of media advertising space, TV and radio channels, caterers, restaurants, etc.

The best channel for finding marketing sector employees. A CV published in

Best Marketing brings back a lot of CVs from professionals. A channel for targeting upscale private consumers very suitable for sports and dance clubs, providers of beauty and leisure services, auto dealers, insurance, leasing and travel agencies. Suitable also as a part of a large B2B campaign and for s long-term image advertising.

## Target group / readers

The target group consists of all the marketing staff. Marketing managers, public relations, media planners, specialists of creative agencies and media enterprise personnel whose competence is marketing activities and organizing and directing of campaigns. Wide circle of entrepreneurs and top managers who use marketing services and whose area of responsibility in the company includes marketing.

The size of the target audience is estimated at 7,000 marketing employees. It is estimated that nearly 90% of marketers use the web site. (TNS EMOR OMU 2010 autumn)

## Market position

Sole leader. The majority of Estonian marketers reads Best Marketing news.

## Visits per month

33 000

## Unique visitors per month

19 500

## Pageviews per month

83 000

## Number of newsletters

9600

## Frequency of newsletters per week

1

Estonia's leading marketing themed web site covers success stories, events and trends in the field of marketing, advertising, media planning and public relations.

Best Marketing is the largest organizer of marketing conferences and competitions in Estonia.



### Cätlin Puhkan

Best Marketing Online Advertising Sales Manager  
phone +372 5331 5700  
e-meil [catlin.puhkan@aripaev.ee](mailto:catlin.puhkan@aripaev.ee)



### Marianne Liibert

Best Marketing editor  
phone 5563 5831  
e-mail [marianne@bestmarketing.ee](mailto:marianne@bestmarketing.ee)

The dimensions are indicated in pixels, width × height.

The prices do not include VAT.

The advertised page or service must comply with best practices, and be in accordance with the products, services, newsletter or organisational possibilities of the advertiser. Äripäev has the right to decline to publish advertisements of competing products or services.

\* The design requirements can be found on the technical requirements page.

## Booking

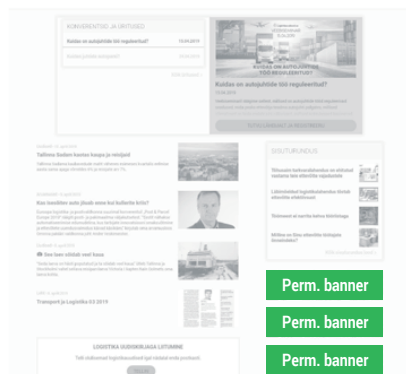
Phone 667 0105, fax: 667 0200

E-mail: reklaam@aripaev.ee

ftp.aripaev.ee/incoming/Rekl

www.aripaev.ee/internetireklaam

ftp@ftp.aripaev.ee



Uudiskiri



## Price list

	DIMENSIONS	SIZE	PRICE per day	ROTATING
<b>Panorama (the front page and throughout all)</b>	1200 x 190 px	100 kB	195 €	3
<b>Module 1</b>	880 x 250 px	50 kB	150 €	3
<b>Module 2</b>	880 x 250 px	50 kB	110 €	3
<b>Module 3</b>	880 x 250 px	50 kB	90 €	3
<b>Module 4</b>	880 x 250 px	50 kB	70 €	3
<b>3rd column banner</b>	300 x 600 px	50 kB	110 €	3
<b>Permanent banner (1 week)</b>	400 x 80 px	20 kB	50 €	1
<b>Newsletter module 1</b>	600 x 250 px	20 kB	150 €	1
<b>Newsletter module 2</b>	600 x 250 px	20 kB	100 €	1
<b>Content Marketing</b>			599 €	
<b>Job ad</b>			299 €	
<b>Company introduction</b>			149 €	
<b>Useful offers</b>	headline max 55 char.		50 € / month	
<b>Special solutions on agreement</b>				

Three rotating banners. Banner á 100 euros. Banner exchange fee 10 euros.

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	DIMENSIONS	SIZE	PRICE per day
<b>Module 1</b>	690 x 250 px	55 kB	39 €
<b>Module 2</b>	690 x 250 px	55 kB	39 €
<b>Module 3</b>	690 x 250 px	55 kB	39 €
<b>Module 4</b>	690 x 250 px	55 kB	39 €
<b>Module 5</b>	690 x 250 px	55 kB	39 €
<b>Module 6</b>	690 x 250 px	55 kB	39 €

Three rotating banners. Banner á 100 euros. Banner exchange fee 10 euros.