



VNU Business Media SA Dépt. Editions Techniques
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Why do your customers buy your products??

Dear reader,

We can answer this question by a wide number of very different... and all correct answers... but all these customers have at least one thing in common:

The customers know you!

For them, no problem, you have a privileged communication channel with them... but what are you doing for others? These potentials that do not know you, those who do not know your products or those who have a "false" image of what you offer? Those who do not even consider you in purchasing decisions or requests for tenders?

- Exhibitions maybe?
- A website?
- From time to time advertising?

These are good tools! The first step in any process of communication is **to draw the attention of your potential**, then you can **awake their interest** and their desire to act. The issue therefore is to let your potential customers know that you exist and you have to right solutions **for them**.

With eurotec you have the ideal tool to meet this need! Consider this:

- This is a magazine dedicated to micro-technology
- Published in three languages
- Distributed throughout Europe in a very targeted way
- Whose customers are loyal and satisfied with the efficiency (to know more, visit <http://eurotecmagazine.wordpress.com/what-they-think-about-eurotec/>)

An advertising presence within three issues complemented by an article bring you a contact rate of 4! It's four occasions to be seen multiplied by 10'000 copies... this means a presence that can already assure to grasp **attention** and **interest** into your potential customers' minds.

To make them react and start to sell, please turn the page now!

You think:

"it's now they will try to sell me something"...

And you're right!

Order form

Grasp attention of very targeted people with the help of an advertisement in three upcoming issues of eurotec (September, October and December) and by having neutral articles written to add value to your products or your company. For 5 months you will be present in every issue to draw the **attention** of your prospects, **arouse their interest, raise their desire and encourage action.**

We cannot guarantee that you will sell to thousands of new customers. **On the other hand we can assure you that you will be present and seen in the world of** micro-technology.

We wish you a great success with eurotec.

To fax to +41 22 300 37 48

3 x 1/1 page, 4-C, @ € 2'020.- / issue (instead of € 3'400.-)

3 x 1/2 page, 4-C, @ € 1'220.- / issue (instead of € 1'830.-)

3 x 1/4 page, 4-C, @ € 750.- / issue (instead of € 1'005.-)

Contact us for a special offer for a single issue.

Contacts:

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Company:

Name of the responsible:

Address:

For the realization of the article about your company/product, we will decide together how to proceed.

Date: _____

Timbre + Signature: