

A Web Magazine About

# INNER

The Finer Things In Life

AUDIOPHILIA - CULTURE - MUSIC

A cutting edge Nordic web/paper magazine on art, audio and music. Culture and technology. Text driven, visually strong. INNER is different, INNER is deeper. A magazine of unexpected perspectives.

Editor-in-chief:  
Kari Nevalainen



*At the threshold of beauty,  
science and art collaborate*  
-Edgar Varese

## ABOUT INNER

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**The magazine** “Tech. mags” typically take technology only for its obvious narrow instrumental value. INNER takes a different approach. Travelling freely on the frontier of art and technology, it sees technology and art as an expression of one and the same thing: creativity of human thought and imagination.

**Concept** Non-trivial classy articles in a visually appealing context, written by a group of experienced journalists. INNER provides Nordic manufacturers, designers, artisans, artists, musicians, cultural institutes and the like, a first-rate arena to raise awareness in Europe and more widely, but also for European and global actors to gain more visibility in Nordic countries.

**INNER Facts** Quality journalism since 2007 with more than 500 published articles, and dozens of unpublished. The website is updated weekly.

**Readers** United in their passion for art, music and technological refinement, INNER readers enjoy reading articles with substance, but are not indifferent toward aesthetics either. People who are willing to invest in things they care for.

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## AD TYPES & SIZES:

### FRONT PAGE

#### "SPOTLIGHT"

LOCATION: FRONT PAGE HEADER CAROUSEL, IN BETWEEN TOP ARTICLES.

NUMBER: 2-3. SIZE: 1440 X 530 px

#### "SANDWICH"

LOCATION: FRONT PAGE, IN BETWEEN MAIN DEPARTMENTS  
(audiophilia/culture, culture/music). NUMBER: 2. SIZE: 1440 X 300 px

#### "FOOTER"

LOCATION: FRONT PAGE BOTTOM

NUMBER: 2. SIZE: 1440 X 530 px

### ARTICLE/LATEST/ARCHIVE PAGE

#### "TOP BANNER"

LOCATION: THE FIRST  
FROM THE TOP  
SIZE: 636 X 848 px

#### "SIDE BANNER" (SQUARE)

NUMBER: approx. 20  
SIZE: 636 X 636 px

#### "SIDE BANNER" (SMALL)

NUMBER: as practical  
SIZE: 636 X 318 px

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