



Circlewise has been a great tool and partner for us. We at Mediafy appreciate a partner that helps us getting bigger and better on daily basis by helping us to manage and monitor our affiliate marketing. It's a pleasure to work with professionals with a high level of service and efficiency. I would recommend Circlewise to anyone looking for a new affiliate marketing partner.



**Reetta Ilomäki**  
**Mediafy Magazines Oy**  
Country Manager



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## About Mediafy

Mediafy Magazines Oy is part of the Swedish Mediafy AB Group which is part of the Adlibris Group and was founded in 2001 and operates in the Finnish, Swedish and Norwegian markets. In addition to the Lehtikuningas.fi consumer website, Mediafy Magazines Oy owns the corporate gift Lehtikortti.fi. In the Lehtikuningas.fi online store, you will find Finland's widest selection of domestic and foreign magazines. Customers can always get magazines at an affordable campaign price from the magazine online store. The online store is open 24 hours a day, every day of the year.





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## Our joint successes

Some of the highlights of the offer's performance in 2020:

**2 active offers**



**More than 90 active  
traffic sources**



**Over 3700 orders  
(transactions)**





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## Circlewise's impact

# Bringing solutions to the table

Mediafy Magazines started their cooperation with Circlewise back in 2017 with a simple target - To increase online sales by finding the best channels available. With the help of Circlewise and their Partnership Hub Mediafy Magazines were able to:

- Find relevant Finnish publishers that fit the brand
- Easily coordinate the traffic
- Take care of all payouts
- Achieve their main goal of increasing online sales



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## Circlewise's value

# Successful teamwork

The cooperation between Mediafy Magazines and the Circlewise team has been tight and well coordinated from the beginning. This is one of the key reasons for the success of the offer. The good communication between both teams has ensured that the publishers are always kept up to date with new campaigns and materials which in turn has been seen in an increase of magazine sales. By letting Circlewise's team and the Partnership Hub take care of the day-to-day management of the offer the team at Mediafy Magazines have freed up time for more strategic tasks without the need to increase personnel.

**Contact us today to learn how we can help you build, launch and run your in-house affiliate program.**

**Let's talk: [calendly.com/circlewise](https://calendly.com/circlewise) or send us an email to [sales@circlewise.io](mailto:sales@circlewise.io).**

