

# Let "Talotekniikka" send your message into the middle of action and decision-making.



*New technology in building automation is growing fast in the field of building services (Talotekniikka). Staying up-to-date not only requires mastering special skills but persistent training and updating.*

*The versatile content of "Talotekniikka" gets the attention of HVAC professionals, and when you advertise in "Talotekniikka", you will get the best attention for your service and products among the true decision-makers and opinion leaders.*

## **Antti Alvoittu**

*Group manager, HVAC engineering, habitation, Optiplan Oy*

"Optiplan is an associated company of NCC Rakennus Oy and one of the biggest planning companies in Finland. The quality consciousness of our personnel is the common nominator for everything we do. That is why it is all-important that we know exactly the requirements of a fully functional and comfortable work and residential environment – now and also in the future. "Talotekniikka" provides up-to-date knowledge of today's requirements and tomorrow's visions in a perfect package. It is also a fine media environment for the device and system suppliers to inform us of their services and new solutions in order to help us improve our work. "Talotekniikka" is the leading Finnish media in the HVAC branch for the readers and advertisers. I warmly recommend "Talotekniikka"."



## **Jorma Grönholm**

*Director, FläktWoods Oy*

"We want to be the best provider of a good, healthy and safe work and residential indoor environment. Thus, we aim to be the best and the most pioneering manufacturer of air-conditioning devices.

We advertise our latest achievements in the pages of "Talotekniikka" in order to get the fullest attention of professionals in the HVAC branch. The substance of "Talotekniikka" is also in a perfect sync with our advertising activity. "Talotekniikka" has an exceptionally demanding and quality conscious readership."



## **Marko Holopainen**

*CEO, Consti Talotekniikka Oy*

"We are a full-service contractor in the building services, construction of new buildings and complex building refurbishment. For us, "Talotekniikka" is the media of precision. From its pages we get all the interesting information and news. The articles provide advanced information for every one of our HVAC professional staff including designers, construction workers and project leaders. "Talotekniikka" is a bull's eye media for HVAC professionals. We would be totally lost without it."



## **Jussi Kuusela**

*CEO, Amplit Oy*

"Amplit offers contracting, assembly service, maintenance and technical facility management – practically everything in the building service field. "Talotekniikka"-magazines circulate in our office and they are later stored in the cafeteria – to be conveniently at hand. It is the most comprehensive media in the HVAC branch, but the best thing about it, is that the articles include the most essential and interesting information – nobody would have the time to absorb all the information in the world.



## **Vesa Rautava**

*CEO, Emergent Oy*

"Emergent is specialized in developing, manufacturing and marketing high efficiency heat recovery and air-conditioning devices. We advertise our products and services in "Talotekniikka", because it is just the right media which our clients, HVAC designers and contractors read. We want to be there in the center of action, where we are noticed and remembered. The results of advertising in "Talotekniikka" are well noticeable!"



## **Mikko Äyräväinen**

*CEO, Engineering office Äyräväinen Oy*

"Because of the hectic work schedule in our business, we appreciate all easily accessible professional information. "Talotekniikka" is just the perfect media for us. It is read by all the people in the field. The most read articles are the ones that deal with new products and resolutions as well as regulations and legislation. In general, latest information about what lies in the future interests us. Newest information is also provided by the advertisements in the magazine. That is why I believe it pays to advertise in "Talotekniikka". It is vitally important for us to be up-to-date. And preferably little ahead too.



## AD PRODUCTS' SIZES and RATES

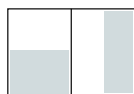
(VAT 23% accordingly)



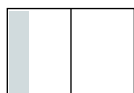
**2/1** 392 x 270 mm  
**spread** (420 x 297 + 3 mm)  
**4-color** **4 895 €**



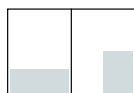
**1/1** 185 x 270 mm  
**page** (210 x 297 + 3 mm)  
**4-color** **2 795 €**



**1/2** landscape 185 x 134 mm  
**page** portrait 90 x 270 mm  
**4-color** **1 845 €**



**1/3** portrait 57 x 270 mm  
**page** **1 400 €**  
**4-color**



**1/4** landscape 185 x 65 mm  
**page** portrait 90 x 134 mm  
**4-color** **1 015 €**

Bleeds 3 mm are to be used.

**Inserts** á € 0,21 (A5–A6), á € 0,29 (A4) and á € 0,40 (A3).  
Inserts may be either loose, glued or bound. Other sizes or price setting for heavy inserts by agreement.

**Service Index Moduls** Size 90 x 67 mm, in every issue (8),  
rate € 2 700. Material requirement is offset-press quality PDF.

**Cover ads** Back cover € 3 650 €, 2nd cover € 3 000, 3rd cover € 2 900

Please ask for an offer.

**INTERNET ADS** [www.talotekniikka-lehti.fi](http://www.talotekniikka-lehti.fi)

**Online Banners** 1 month period: 300 € (140 x 100 px.),  
550 € (421 x 60 px.), 700 € (727 x 90 px.). Other sizes by agreement.

**Email newsletter** Text-advertisement + link 300 €.  
Other notifications and sizes by agreement. **Tel.** +358 207 435 768.

## MATERIAL REQUIREMENTS AND DELIVERY

Offset-press quality PDF, TIFF, EPS (texts as curves), Indesign, PageMaker, Illustrator, FreeHand and Quark. We have the latest official versions of these programs. Packing formats sit, sea or zip.

**Important!** Pictures' minimum resolution is 250 dpi in all formats, colours in CMYK. Please attach all used fonts.

- **Email** fkp@forssankp.fi (cc: harri.mannila@talotekniikka-lehti.fi)
- **Mail** Proof/print of all digital material for checking and CD delivery by mail to printer Forssan Kirjapaino Oy, Esko Aaltosen katu 2, 30100 Forssa, Finland. **Naming the files:** issue no/advertiser/size.

## PRODUCTION SPECS

**Publication format** A4 (210 x 297 mm)

**Bleeds** 3 mm

**Printing method** Offset

**Binding method** Perfect bound

**Printing area** 185 x 270 mm

**Width of columns** 42.5, 58 and 90 mm

**Screening** 54–60 lines/cm, 300 dpi

**Printer** Forssan Kirjapaino Oy

**Address** Esko Aaltosen katu 2,  
30100 Forssa, Finland

**Tel.** +358 3 41 551

**Fax** +358 3 415 5726

**Email** fkp@forssankp.fi

**Contact** Jukka Aaltonen, Tel. +358 3 41 551

# MEDIA KIT 2010

Talotekniikka is the leading Finnish media in the HVAC branch supported by top Finnish HVAC organisations. We provide up-to-date information for professionals dealing with design, construction and contracting, computerised modelling tools, material and product manufacturing, wholesale and retail, technical facility management, public services and many more.

76 % of our readers are in the position of making the decision of purchasing products and services, which include heating, ventilation and air-conditioning systems, ductwork and ventilation components, plumbing, electrical engineering, building automation, cooling technology, building refurbishment. Purchases are also made in the business administration areas such as workers' protection and work suits, training, job advertisements, cars and transportation equipment as well as computers & software.

Circulation 6 609 | Edition 10 100 | Readers 19 500

## READERS AND LEADERS

- Majority of our readers are decision-makers: 76% participate in the procurement decisions.
- All the major building service related areas are covered: contracting, design, manufacturing, wholesale, construction, owners, technical facility management and education.
- 75% of our readers get useful information from the advertisements.

Reader survey of Talotekniikka 4/2009, Focus Master Oy



## RESPONSIBILITY FOR THE ADS

Client is responsible for

- delivering the material on the schedule
- delivering the correct material
- the correspondence between the proof and the material
- any additional cost caused by delayed delivery
- administering the copyrights and legal issues of the material

Modifications of the material will be charged according to net price of the work. Talotekniikka owns the material it has manufactured.

Talotekniikka has the rights to choose which material to publish or not to publish.

## CANCELLATION TERMS and COMPLAINTS

- Advertisements may be cancelled without a cancellation fee prior the ad reservation day. Cancellations shall be addressed to the ad sales contact person.
- If the cancellation is made after the ad reservation day, the cancellation fee will amount to 40% of the gross price of the advertisement.
- If the cancellation is made after the PDF material day, the cancellation fee will amount to 100% of the gross price of the advertisement.

Possible complaints shall be made in writing within 7 days after release date. Publisher's responsibility is limited to not more than the price of the advertisement. Other issues not mentioned here will be dealt according to the general rules of the graphic industry.

## SUBSCRIPTIONS

Tel. + 358 207 435 760

Rates 2010: Annual € 67,00,

Periodic (12 months /8 issues) € 74,00, students € 35,00.

### TALOTEKNIikka-JULKAISUT OY

- We publish professional and customer magazines.
- We mediate printing, lay-out design and advertising agency services.

For more information call + 358 207 435 760

## COMPANY AND PUBLISHER

### TALOTEKNIikka-JULKAISUT OY

Address Lönnrotinkatu 4 B, 00120 Helsinki, Finland

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Biggest Owners (top Finnish HVAC organizations)

- ▶ Finnish Tube Merchants' Association
- ▶ Finnish Refrigeration Enterprises Association
- ▶ Finnish Society of Refrigeration
- ▶ VVS Föreningen i Finland rf, the Swedish-language society within the HVAC-branch in Finland
- ▶ The Finnish Association of HVAC Societies
- ▶ Finnish Association of HEPAC Contractors
- ▶ Employers' Association TIKLI
- ▶ Finnish Association of Mechanical Building Service Industries

## EDITORIAL STAFF

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## ADVERTISING SALES

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No	Themes	Release date	Ad reservation	PDF material
1/2010	<b>Building refurbishment</b> BUILDING REFURBISHMENT IN THE FUTURE • 2.2.2010 • Helsinki	Week 4 (29.1.)	4.1.	11.1.
2/2010	<b>Good and healthy indoor environment</b> INDOOR CLIMATE SEMINAR • 17.3.2010 • Espoo	Week 10 (12.3.)	12.2.	19.2.
3/2010	<b>Design and construction (of new buildings)</b>	Week 15 (16.4.)	19.3.	26.3.
4/2010	<b>Review of HVAC business and training in Finland</b>	Week 20 (21.5.)	23.4.	30.4.
5/2010	<b>Building services for residential buildings</b>	Week 24 (18.6.)	21.5.	28.5.
6/2010	<b>Energy and the environment</b> FINNBUILD • 6.-9.10.2010 • Helsinki	Week 38 (24.9.)	27.8.	3.9.
7/2010	<b>Building automation and safety technology</b>	Week 43 (29.10.)	1.10.	8.10.
8/2010	<b>Refrigeration and cooling technology</b>	Week 48 (3.12.)	5.11.	12.11.