



# Talotekniikka

- more than a magazine

## Talotekniikka

- Talotekniikka is the leading Finnish media in the HVAC branch supported by top Finnish HVAC organisations.
- Majority of our readers are in the position of making the decision of purchasing products and services in the branch of design, heating and cooling, water, plumbing, ventilation and air-conditioning systems, ductwork and ventilation components, electrical engineering, building automation, wholesale and retail, technical facility management, maintenance, building refurbishment, owning, industry, contracting, public services and many more.
- Purchases are also made in the business administration areas such as ICT, fairs, job advertisements, workers' protection and work suits, training, cars and transportation.
- Along with technical building service experts the readers consist of other facility and building sector experts. As the only professional building service magazine in Finland, the coverage of Talotekniikka-lehti is comprehensive.
- 75% of our readers think they get useful information from the advertisements.
- 8 issues per year | Edition 9 400 | Circulation 6 077 (14/-/85/2) LT2010

Source: Reader survey of Talotekniikka 5/2011, Focus Master Oy

## www.talotekniikka-lehti.fi

### Read Talotekniikka-lehti online!

<http://www.talotekniikka-lehti.fi>

### Mobile version

<http://talotekniikka.mobi>



QR code for Mobi

## Also for iPad



Talotekniikka-lehti is in the App store!

# MEDIA KIT 2012

## Ad products' sizes and rates

(VAT 23% accordingly)

	<b>2/1 spread</b> 4-color	392 x 270 mm (420 x 297 + 3 mm) <b>€ 4 895</b>
	<b>1/1 page</b> 4-color	185 x 270 mm (210 x 297 + 3 mm) <b>€ 2 795</b>
	<b>1/2 page</b> 4-color	landscape 185 x 134 mm portrait 90 x 270 mm <b>€ 1 845</b>
	<b>1/3 page</b> 4-color	portrait 57 x 270 mm <b>€ 1 400</b>
	<b>1/4 page</b> 4-color	landscape 185 x 65 mm portrait 90 x 134 mm <b>€ 1 015</b>

Inserts á € 0.23 (A5-A6), á € 0.32 (A4) and á € 0.44 (A3).

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

### Cover ads:

Front € 3 950, Back € 3 650, 2<sup>nd</sup> cover € 3 000, 3<sup>rd</sup> cover € 2 900.

### Digital ads [www.talotekniikka-lehti.fi](http://www.talotekniikka-lehti.fi)

**Online Banners** (1 month period):

€ 350 (140 x 100 px), € 400 (200 x 90 px), € 700 (727 x 90 px).

### Email newsletter

- Text-advertisement + link + figure: € 350.
- Job ad: € 400.

With email newsletter you can reach up to 7 000 professionals every other week!

### Other notifications and sizes by agreement.

## Material Requirements and delivery

Offset-press quality PDF, TIFF, EPS, fonts included or converted to curves, colours in CMYK, minimum resolution 250 dpi.

- **Email** i.trafiikki@forssaprint.fi
- **Mail** Forssa Print Oy, Esko Aaltosen katu 2, 30100 Forssa, Finland.
- **Naming the files:** issue no/advertiser/ad 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** Forssa Print  
**Address** Esko Aaltosen katu 2, 30100 Forssa, Finland  
**Tel.** +358 3 41 551  
**Fax** +358 3 415 5726  
**Email** i.trafiikki@forssaprint.fi



## Company and publisher

### TALOTEKNIikka-JULKAISUT OY

Address: Lönnrotinkatu 4 B, 00120 Helsinki, Finland

Tel. + 358 207 435 760

Fax + 358 207 435 761

Internet: www.talotekniikka-lehti.fi

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

For more information call + 358 207 435 760

### Editor-in-chief, managing director

Mr. HARRI MANNILA

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### Managing editor

Mrs. JAANA AHTI-VIRTANEN

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### ADVERTISING SALES

#### Sales manager

Mrs. EEVA VARTIAINEN

Tel. +358 400 773 833

Email: eeva.vartiainen@talotekniikka-lehti.fi

### 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.

## 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 reclamations

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

## THEMES AND SCHEDULES 2012

		Ad reservation	PDF material	Release date
No. 1	<b>QUALITY</b> Well planned, correctly constructed. The importance of expert knowledge in building refurbishment. • Building refurbishment fair 1.2.2012 Helsinki	4.1.	11.1.	30.1.
No. 2	<b>COMFORT</b> Modern technical building services ensure comfortable, energy efficient and flexible spaces according to user demand. • Indoor climate seminar 14.3.2012 Espoo • Building construction and services fair 16.-18.3.2012 Jyväskylä	8.2.	15.2.	7.3.
No. 3	<b>USABILITY</b> Attractive and easily managed technical building services: customer needs as a starting point in design, implementation and product manufacturing.	14.3.	21.3.	11.4.
No. 4	<b>INNOVATION</b> New concepts in building refurbishment, innovational new products and services, strategic top knowhow.	11.4.	18.4.	9.5.
No. 5	<b>TECHNICAL BUILDING SERVICES OF SMALL HOUSES</b> Energy efficient small houses: current solutions of design and contracting in technical building services. • Housing Fair 13.7.-12.8.2012 Tampere	16.5.	23.5.	13.6.
No. 6	<b>ENERGY</b> Many ways of energy production and technical building services on the Europe 2020 roadmap. • FinnBuild 9.-12.10.2012 Helsinki	29.8.	5.9.	26.9.
No. 7	<b>SAFETY</b> Environment and user friendly safe buildings; technical facility management for maintaining quality level.	3.10.	10.10.	31.10.
No. 8	<b>EFFICIENCY</b> Cost and energy efficiency need regional and life cycle approaches. Make use of waste energy, annual efficiencies on the up grade.	7.11.	14.11.	5.12.