

# Rakennus taito

## MEDIA RATE CARD 2017



Rakennustaito is a Finnish general-interest magazine for the construction industry and has been published continuously since 1905. The magazine features in-depth articles on materials, engineering and site technology. Each issue also spotlights companies and people making headlines in the industry.

### Readership

Members of the Finnish Construction Managers and Engineers RKL, site managers, purchasers, architects and designers.

### Circulation

Standard issues 12,000 as well as special issues.

### Published by

Otavamedia OMA  
Maistraatinportti 1, 00240 Helsinki  
oma.otavamedia.fi

### Advertising sales

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Media Bookers

www.mediabookers.fi

### Editorial staff

Content Designer Sami Turunen  
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Content Designer Outi Rinne  
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### Graphic design

Aste Helsinki

## Publication schedule 2017

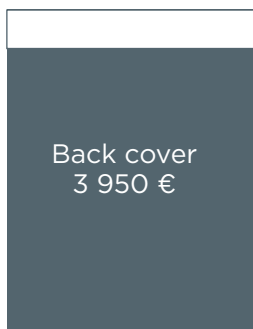
Each issue covers a topical theme and features in-depth articles on labor and management, graduate engineers, technology, site construction, renovation and construction of residential properties, and infrastructure.

Issue	Theme	Published	Ad space deadline	Materials	Additional distribution
1/17	<b>Infrastructure</b> , Supplementary construction, Route projects, Site logistics, Site access control, Work safety	17.2.	17.1.	26.1.	
2/17	<b>Housing</b> , Wood construction, Fire safety, Landscaping and yard construction	7.4.	6.3.	15.3.	
3/17	<b>Residential construction</b> , Materials, Heating, Energy efficiency, Building automation	29.5.	24.4.	3.5.	National Housing Exhibition
4/17	<b>Renovation</b> , Facades, windows and roofs. Building technology.	15.9.	17.8.	24.8.	Real Estate 17
5/17	<b>Concrete construction</b> , Public construction, Brick construction, Construction IT systems	27.10.	28.9.	5.10.	
6/17	<b>Steel and glass construction</b> , Travel center, shopping center and office building construction. Logistics construction	11.12.	10.11.	17.11.	

## Advertising rates

(4-colour) and sizes (in millimetres)

Rates include advertising space in both printed magazine and digital magazine with web links (html5-version available with extra charge).



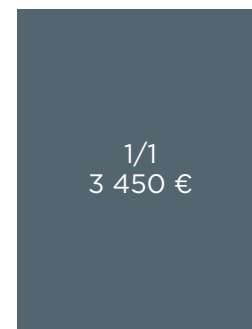
Total area 210 x 275  
+ cutting margin 5 mm  
A blank 25 mm space  
in the top corner to ac-  
commodate the address



Total area 210 x 275  
+ cutting margin 5 mm



Total area 420 x 275  
+ cutting margin 5 mm



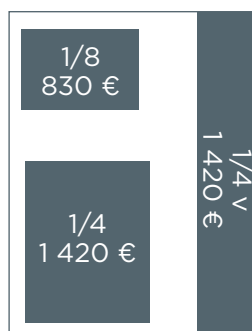
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+ cutting margin 5 mm



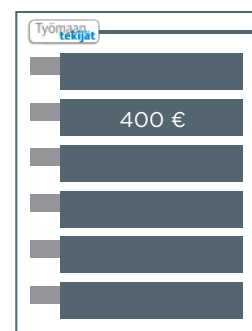
Total area  
1/4 horizontal 210x 67  
+ cutting margin 5 mm  
1/4 horizontal 178 x 60  
1/2 horizontal 210 x 133  
+ cutting margin 5 mm



Total area  
1/8 horizontal 90x 65 mm  
(no cutting margin)  
1/4 corner: 90 x 124  
1/4 vertical: 43 x 275  
+ cutting margin 5 mm



Construction market  
directory 4-colour  
module 80 x 50 mm,  
2.250 €/6 issues.  
The price includes a  
directory position for  
the whole year also on  
[www.rakennustaito.fi](http://www.rakennustaito.fi)  
pages with web links  
under Rakennus-  
markkinat banner.



Construction site  
advertising  
150 x 30 mm 400 €

Other sizes subject to agreement. Please note: there is a 10% surcharge for specified position; and VAT at 24% will be added to the prices.  
Inserts: A5-A6 0,23 €/per, A4 0,32 €/per, A3 0,39 €/per, other sizes as indicated in the tender. Ask for advertorials and other offers.

### Technical data

Published: 6 times a year  
Magazine size: 210 mm x 275 mm  
Printing technique: offset

### Printed by

UPC Print  
Gerbyntie 18, 65230 Vaasa  
tel. +3586 321 8000  
[print@upc.fi](mailto:print@upc.fi)

### Materials

Offset-printable, high-resolution PDF format,  
fonts embedded or converted, colours in CMYK  
format, image resolution at least 300 dpi

### Submission of materials

[rakennustaito@astehelsinki.fi](mailto:rakennustaito@astehelsinki.fi)  
and cc'd to the salesperson  
[hannu.pyykkko@mediabookers.fi](mailto:hannu.pyykkko@mediabookers.fi)

Further technical information:  
tel. +358 40 574 7795 / Aste Helsinki

### Terms of delivery

Terms of payment: 14 days net, past-due interest 8 percent. Any cancellations must be made by the last advertising space reservation date. The agreed advertising rate will be charged for any ads cancelled after the advertising space reservation date. Any complaints must be filed in writing within 14 days of publication. Rakennustaito's liability is limited to the price of the advertisement.

All information contained herein subject to change without prior notice.