

# Rakennus- TAITO

## MEDIA RATE CARD 2018



Rakennustaito is a Finnish general-interest multichannel 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.

**Responsive website** Rakennustaito.fi publishes continuous newsfeed and is available for 500,000 professionals in construction industry.

**Newsletter** shares the most recent and most popular content from Rakennustaito.fi biweekly. Newsletter has approx. 7,000 subscribers.

**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  
yrietyksille.otavamedia.fi

**Advertising sales**  
Janne Murtomaa,  
tel. +35850 377 0333  
janne.murtomaa@mediabookers.fi  
Hannu Pyykkö, tel. +35850 2250  
hannu.pyykko@mediabookers.fi

**Editorial staff**  
Producer Kati Särkelä  
kati.sarkela@otava.fi  
AD Petra Antila  
petra.antila@otava.fi

**Graphic design**  
Aste Helsinki Oy

**Technical data**  
Published: 4 times a year  
Magazine size: 210 mm x 275 mm  
Printing technique: offset

format, fonts embedded or converted,  
colours in CMYK format, image resolution at least 300 dpi

**Printed by**  
UPC Print  
Gerbyntie 18, 65230 Vaasa  
tel. +3586 321 8000  
print@upc.fi

**Submission of materials**  
rakennustaito@astehelsinki.fi  
and cc'd to the salesperson  
janne.murtomaa@mediabookers.fi

**Materials**  
Offset-printable, high-resolution PDF

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.

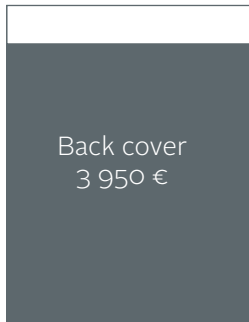
All information contained herein subject to change without prior notice.

## Publication schedule 2018

Issue	Theme	Published	Ad space deadline	Materials	Additional distribution
1/18	Infrastructure, Site logistics and work safety	16.3.	15.2.	22.2.	
2/18	Residential construction, Materials, Energy efficiency, Landscaping and yard construction.	30.5.	30.4.	7.5.	Housing Fair Finland 6.7.-5.8., Pori
3/18	Renovation, Facades, windows and roofs, Building technology	14.9.	16.8.	23.8.	FinnBuild
4/18	Steel, concrete and glass construction.	5.12.	6.11.	13.11.	

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

## Advertising rates



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



Total area 210 x 275  
+ cutting margin 5 mm.



Total area 420 x 275  
+ cutting margin 5 mm



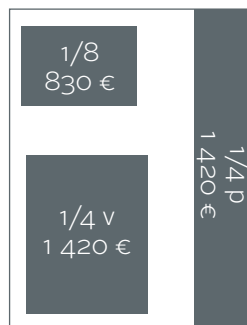
Total area 210 x 275  
+ cutting margin 5 mm



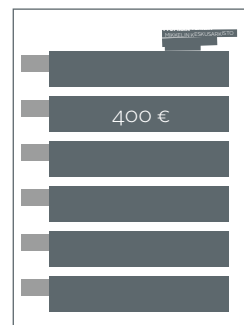
Total area 102 x 275  
+ cutting margin 5 mm



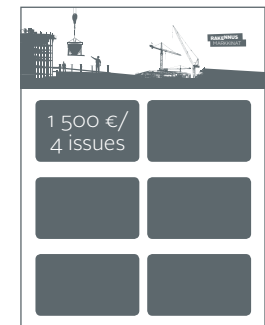
Total area  
1/4 horizontal 210x 67  
+ cutting margin 5 mm  
1/4 horizontal 178 x 60  
1/2 horizontal 210 x 133  
+ cutting margin 5 mm



Total area  
1/8 horizontal 90x65 mm  
(no cutting margin)  
1/4 corner: 90 x 124  
1/4 vertical: 43 x 275  
+ cutting margin 5 mm



Construction site advertising  
150 x 30 mm 400 €



Construction market directory 4-colour module 80 x 50 mm, 1 500 €/4 issues. The price includes a directory position for the whole year also on www.rakennustaito.fi pages with web links under Rakennusmarkkinat banner.

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.

## Website and mobile

Ask further information about advertisement in the newsletter!

### Website www.rakennustaito.fi

Website	Pixel size	Prize / month	Materials	Submission of materials
Paraatipaikka	980x400	890 euro	filetypes: PNG, GIF or JPG. File size: 40 kb	Banner and link 2 business days before the beginning of the campaign.  Materials to be delivered: roni.viitanen@viivamedia.fi ville@viivamedia.fi cc'd to the salesperson janne.murtomaa@mediabookers.fi
Boksi	300x250	290 euro		
Suurtaulu	140x350	210 euro		
Painike	140x120	150 euro		
Paraatipaikka on the top of the page, others on the right side.				
<b>Front page on the mobile</b>				
Mobile	pixel size	Hinta / kk		
Boksi-banneri	300x250	340 euro		
Boksi-banner only one at the time!				

