

Talotekniikka

More than a magazine

Expert in building technology (HVAC)

Talotekniikka is the number one HVAC media in Finland. Eight times a year published magazine opens up new and different perspectives on building technology, energy efficiency and improvements of Indoor Environmental Quality.

It offers a comprehensive information package to the world of building technology including heating, plumbing, cooling / ventilation, refrigeration, automation, electricity and IoT. Every issue of Talotekniikka provides you with all the latest news on topical information, technical solutions, outlooks, development, new products, companies and people.

Our readers share the interest in clean air, fresh water, renewable energy, as well as comfortable indoor and outdoor environment. Talotekniikka explains what are the best and the most economical solutions for modern offices, residences, stores or industries.

Digital and printed Talotekniikka media connects the entire HVAC sector: students as well as professionals in the fields of engineering, contracting, industry, HVAC wholesale, refrigeration and many more.



www.talotekniikka-lehti.fi

Advertising Sizes and Rates 2020

Standard Sizes	Size mm	Rate €
2/1 spread	420 x 297 mm	4 500 €
1/1 page	210 x 297 mm	2 895 €
1/2 page portrait	102 x 297 mm	1 950 €
1/2 page landscape	210 x 146 mm	1 950 €
1/3 page portrait	72 x 297 mm	1 495 €
1/4 page portrait	102 x 146 mm	1 215 €
1/4 page landscape	210 x 79 mm	1 215 €
Front cover	110 x 297 mm	3 950 €
Back cover	210 x 272 mm	3 650 €
2nd cover	210 x 297 mm	3 200 €
3rd cover	210 x 297 mm	3 050 €

Bleeds 5 mm

VAT 24% accordingly.

Service Index Modules

In every 8 issues 90 x 67 mm 2 800 €

In one issue 420 €

Inserts A5–A6: á 0,35 €, A4: á 0,40 € ja A3: á 0,53 €.

Circulation 6 324

Edition 8 100

Readers Specialists 42 %, directors / management 31 %, entrepreneurs 14 %. Readers are decision makers in the HVAC business sector.

Subscription Rates 2020

- Standing order 78,00 € (price includes print version, all online content* and digital edition and VAT 10%)
- Digital edition, standing order 68,00 € (price includes all online content* and digital edition and VAT 24%)
- Students 38,00 € (price includes print version, all online content* and digital edition and VAT 10%)

* Online content is consistent with the content of the printed magazine. The same articles can be found on the website, but accessed only by the subscribers. Release date varies.

e-mail: tilaukset@talotekniikka-lehti.fi

Tel. +358 400 773 833

Production Specs

Publication Format: 210 x 297 mm | Printer: PunaMusta Oy | Printing Method: Offset | Screening: 60/cm | Perfect bound.

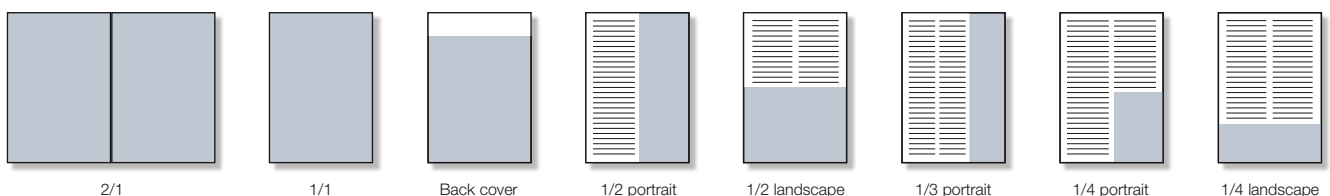
Material Requirement

Preferred format is PDF. Offset-press quality PDF, TIFF, EPS, fonts included or converted to curves, colours in CMYK, minimum resolution of figures is 300 dpi.

Material Delivery

PDF-material: talotekniikka@ilmoitusvalmistus.fi and a copy to eeva.keranen@talotekniikka-lehti.fi
Inserts: PunaMusta Oy, Jälkikäsitellyt,

Kosti Aaltosen tie 9, 80140 Joensuu



THEMES AND SCHEDULES 2020

No.	Reservation	Material	Publication	Themes	Fairs
1	4.1.	11.1.	30.1.	BUILDING DESIGN High Rise Structures, Carbon Footprint	<ul style="list-style-type: none"> • Building Refurbishment Fair, 28.1.Helsinki • Asta Constructor, 31.1.-2.2. Tampere • SuLVI's Building Designer Day, 12.2. Helsinki
2	13.2.	20.2.	12.3.	INDOOR AIR Ventilation, Indoor Air Solutions and Refurbishment	<ul style="list-style-type: none"> • Indoor Climate Seminar, 10.3. Helsinki
3	2.4.	9.4.	29.4.	BUILDING REFURBISHMENT New Refurbishment technologies, Water and Sewage Systems	<ul style="list-style-type: none"> • Condominium Fair, 21.4. Helsinki
4	4.5.	11.5.	29.5.	RENEWABLE ENERGY Heating, Energy Production and Storage	
5	24.5.	5.6.	26.6.	BUILDING RENOVATION Energy Renovation, Building Services, Automation	
6	27.8.	3.9.	24.9.	BUILDING TECHNOLOGY (HVAC) HVAC, Electrical Solutions, New Products	<ul style="list-style-type: none"> • FinnBuild, 7.-9.10. Helsinki
7	24.9.	1.10.	22.10.	ENERGY EFFICIENCY New Solutions, New Energy Sources	<ul style="list-style-type: none"> • The Energy Event of Finland, 20.-22.10. Tampere • Seminar on Energy Efficiency of Buildings, 4.11. Helsinki • Heat Pump Seminar, November, Vantaa
8	5.11.	12.11.	3.12.	REFRIGERATION New refrigerants, New applications, Special issue on advertising analysis	<ul style="list-style-type: none"> • Education Days of Refrigeration, January 2021, Espoo

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Digital marketing | www.talotekniikka-lehti.fi

Online Banners

980 x 400 pixels	1 350,00 €/month
980 x 120 pixels	800,00 €/month
940 x 100 pixels	700,00 €/month
300 x 300 pixels	600,00 €/month
Partner blog	1 100,00 €/month
Partner news	800,00 €/month
Video	800,00 €/month

Email Newsletter Banners

Product ad, top slot* 580 x 350 px	750,00 €
Product ad 580 x 140 px	500,00 €
Job ad 580 x 140 px	800,00 €
Email Newsletter advertorial (350 char. + pict. 580 x 200 px)	700,00 €

Please deliver ready-made banners in RGB via e-mail in gif, jpg or HTML5 format, resolution 72 ppi.

With email newsletter, you can reach up to 6 500 professionals every week!

VAT 24% accordingly.

Delivery of banners:
eva.keranen@talotekniikka-lehti.fi

Please ask about other sizes and schedules!

* maximum exposure

Publisher

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Cancellation terms

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.

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.

Reclamations

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.

The screenshot shows the homepage of Talotekniikka. At the top, there is a navigation bar with the logo and menu items: TALOTEKNIikka +, VIESTINTÄPALVELUT +, YHTEYS +, and KIRJAT. A search bar is located on the right. The main content area is divided into several sections:

- Uusimmat**: A list of recent news items with dates and brief descriptions, such as "Myyrämän Virtatalo saa virtaa auringosta" and "Rakennuttajayhtiö Lakealle tontteja pääkaupunkiseudulta".
- Avoimet työpaikat**: A section for job openings, featuring a listing for "Tekninen myyntiedustaja Suomeen / Sanha".
- SuLVI:n uusi toiminnanjohtaja Isto Hietanen**: A news item about the new managing director of SuLVI, with a video player below it.
- Luetuimmat**: A section for popular articles, featuring a news item about "Onnisen ja Insinööriiliton yhteistyö vie insinöörit kouluvierailuille".