

Talotekniikka

More than a magazine

Expert in building technology (HVAC)

Talotekniikka is the absolute number one and the most important HVAC media in Finland. Eight times a year published magazine also offers weekly online news and newsletters with the latest information and new perspectives, as well as solutions for building technology, energy efficiency and Indoor Environmental Quality.

The Talotekniikka media provides information on current topics, interesting people, technical solutions, industry prospects, developments and new products, as well as the companies behind them. Every issue offers the latest news on renewable energy, carbon footprint, energy efficiency, clean indoor air and refrigeration solutions and other current issues.

Every issue offers a themed information package on topics such as heat and energy, indoor air and ventilation, and water and water treatment solutions. We also follow up legislation, directives and building regulations and explain how these affect the daily lives of the constructor and designer.

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

www.talotekniikka-lehti.fi



Advertising Sizes and Rates 2021

Standard Sizes	Size mm	Rate €
2/1 spread	420 x 297 mm	4 700 €
1/1 page	210 x 297 mm	2 950 €
1/2 page portrait	102 x 297 mm	2 050 €
1/2 page landscape	210 x 146 mm	2 050 €
1/3 page portrait	72 x 297 mm	1 600 €
1/4 page portrait	102 x 146 mm	1 300 €
1/4 page landscape	210 x 79 mm	1 300 €
Front cover	210 x 245 mm	4 700 €
Back cover	210 x 272 mm	3 650 €
2nd cover	210 x 297 mm	3 200 €
3rd cover	210 x 297 mm	3 100 €

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 €.

Readers 9 500

of which 43 % specialists, 37 % directors/management and 16 % entrepreneurs. Readers are decision-makers in the HVAC business sector.

Subscription Rates 2021

- 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@faktor.fi

and a copy to eeva.keranen@talotekniikka-lehti.fi

Inserts: PunaMusta Oy, Viksbergintie 2-4, 30300 Forssa



THEMES AND SCHEDULES 2021

No.	Reservation	Material	Publication	Themes	Fairs
1	8.1.	15.1.	4.2	BUILDING DESIGN Modelling and Simulation, Critical Factors in Design and Construction site	
2	12.2	17.2.	10.3.	INDOOR AIR Ventilation, Air-Conditioning, Cooling and Refrigeration	• Indoor Climate Seminar, 9.3. Helsinki
3	19.3.	26.3.	13.4.	BUILDING TECHNOLOGY (HVAC) Water and Heat Distribution Systems, Energy and Heating, The Role and Prospects of Ventilation	• FinnBuild, 13.-15.4. Helsinki
4	20.4.	29.4.	20.5.	NEW HVAC SOLUTIONS, WATER AND SEWERAGE What's New in Building Services, Water Saving and Security Solutions	
5	28.5.	4.6.	23.6.	BUILDING REFURBISHMENT AND RENOVATION Plumbing Renovation and Refurbishment, Energy Renovation	• Real Estate 2021, 6.-7.10. Helsinki
6	27.8.	3.9.	23.9.	RENEWABLE ENERGY, ENERGY EFFICIENCY New Energy Sources, Heat pumps	• SuLVI's Building Designer Day, 22.9. Helsinki
7	1.10.	8.10.	28.10.	DIGITIZATION, AUTOMATION Remote Management, Augmented Reality, Building Technology Metering	• Seminar on Energy Efficiency of Buildings, 9.11. Helsinki
8	11.11.	19.11.	9.12.	LAWS, ACTS AND REGULATIONS What to consider in 2022, Which requirements will be increased and how will they be met	

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Digital marketing

Online Banners | www.talotekniikka-lehti.fi

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	650,00 €/month
Partner blog	1 100,00 €/month
Partner news	800,00 €/month
Video	800,00 €/month

Email Newsletter Banners

Product ad 580 x 350 px, top slot with maximum exposure	800,00 €/week
Product ad 580 x 160 px	550,00 €/week
Job ad 580 x 160 px	850,00 €/week
Advertorial 350 char. + pict. 580 x 200 px	700,00 €/week

New online ad formats

▶ Social media shares - Facebook, Instagram, Twitter, LinkedIn	Ask for an offer
Audio ads in podcasts - talotekniikka-lehti.fi	Ask for an offer
Video inserts - talotekniikka-lehti.fi	Ask for an offer

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

VAT 24% accordingly.

Our newsletter has 5 000 readers each week

We have over 4 000 followers on social media

More info

Special sizes, customized schedules, new online ad formats, offers, and more

Delivery of digital ads

eva.keranen@talotekniikka-lehti.fi

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.

Talotekniikka

TALOTEKNIikka +

VIESTINNÄN TAJU

YHTEYS +

KIRJAT

Uusimmat

- Suomalaisille yrityksille kansainvälinen lämpöpumppualan palkinto
YLEINEN 17.11.2020
- HögforsOST kehittää teknologiassaan sijottamalla Bihouseen
ENERGIA 17.11.2020
- Kahdeksanteräinen kerrostalo Jyväskylään
PROJEKTI 17.11.2020
- Korona-ajan hygieniatuotteet tuikkivat jätevesipumppuja
AJANKOHTAISTA 16.11.2020
- Teknologiasta Tuoteiksi -säätien apuraha kiertotalousyhtiö Apila Groupille
AJANKOHTAISTA 13.11.2020
- Tanssille omistettun talon RAU-urakka Asseminlinnille
RAKENTAMINEN 11.11.2020
- Imatran Valtonhotelli valitsi putkiremontin silään lätukavan kunnossapidon



YLEINEN
Suomalaisille yrityksille kansainvälinen lämpöpumppualan palkinto
Gebwell voitti yhdessä Granlundin, Keskon ja Tom Allen Seneran kanssa Euroopan lämpöpumppualan merkittävimmän palkinnon.

Avoimet työpaikat

ISS Palvelut hakee sähköalan ja LVI-alan osaajia sekä asentajia palo-, tele- ja turvalaitealueille

Mediamyyjä Talotekniikka-lehteen

WSP Finland hakee asiantuntijaa talotekniikkatimiin