

Talotekniikka

More than a magazine

Feeling the pulse on the building technology branch

Talotekniikka magazine is the number one magazine in its field. The magazine and its digital channels invite you to the front-row seat view to phenomena and developments in the building technology industry - and to the people, communities, projects and products behind them. Each magazine contains its own magazine-specific theme section.

The significant role of building technology in solving climate change and the "indoor climate change" brought by coronavirus can be seen in the magazine's pages throughout the year. We process solutions related to energy efficiency, renewable energy and indoor climate conditions from the building technology perspective.

Talotekniikka magazine brings together the entire industry in its printed and digital forms. Our readers are both students and professionals: people from the fields of designing, contracting, industrial and technical wholesale, and the energy and refrigeration sectors, among others.

Our printed and e-magazines are published nine times a year. Our website is updated almost every weekday, our newsletter is sent to subscribers every week. In addition, the magazine is influencing by its three active social media channels.



Standard Sizes	Size mm	Rate €
2/1 spread	420 x 297 mm	4 700 €
1/1 page	210 x 297 mm	3 070 €
1/2 page portrait	102 x 297 mm	2 130 €
1/2 page landscape	210 x 146 mm	2 130 €
1/3 page portrait	72 x 297 mm	1 670 €
1/4 page portrait	102 x 146 mm	1 360 €
1/4 page landscape	210 x 79 mm	1 360 €
Front cover	210 x 245 mm	4 900 €
Back cover	210 x 272 mm	3 790 €
2nd cover	210 x 297 mm	3 330 €
3rd cover	210 x 297 mm	3 230 €

Bleeds 5 mm
VAT 24% is added to all prices.

SERVICE INDEX MODULES

Service index	90 x 67 mm	420 €
Service index	8 ads	Total 2 800 €

INSERTS

A wide range of supplements can be distributed together with the magazine. Make an inquiry: eetu.alvik@talotekniikka-lehti.fi



2/1



1/1



Back cover



1/2 portrait



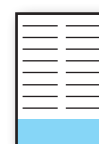
1/2 landscape



1/3 portrait



1/4 portrait



1/4 landscape

Readers 9 500

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

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 eetu.alvik@talotekniikka-lehti.fi
Inserts: PunaMusta Oy, Viksbergintie 2-4, 30300 Forssa

Publication schedule for Talotekniikka magazine 2022

No.	Reservation	Material	Publication	Themes	Events
1	11.1.	18.1.	2.2.	HEATING	
2	22.2.	1.3.	16.3.	VENTILATION AND INDOOR CLIMATE	Indoor climate seminar
3	22.3.	29.3.	13.4.	BUILDING REFURBISHMENT AND RENOVATION	
4	25.4.	2.5.	18.5.	COOLING AND REFRIGERATION TECHNOLOGY	
5	30.5.	6.6.	22.6.	SMART CONSTRUCTION: digitalization, automation, network connections, IoT	
6	29.8.	5.9.	21.9.	PLANNING AND DESIGN Separate Electricity theme insert: electricity grid, electric car charging points	SuLVI's (The HVAC Association of Finland) Building Designer Day Finnbuild-fair
7	29.9.	6.10.	21.10.	ENERGY: energy efficiency and renewable energy	Energiä 2022 fair
8	27.10.	2.11.	18.11.	WATER AND SEWERAGE	
9	15.11.	22.11.	9.12.	SECURITY: fire and occupational safety, building safety solutions, cyber security	

We reserve the right to change the media information.

Digital marketing

Online Banners | www.talotekniikka-lehti.fi

980 x 400 pixels	370 €/month
980 x 120 pixels	225 €/month
300 x 300 pixels	175 €/month
Partner news	310 €/month
Partner blog	225 €/month
Video	225 €/month

Email Newsletter Banners

Product ad, top slot with maximum exposure 580 x 350 px	900 €/week
Product ad 580 x 160 px	630 €/week
Advertorial 350 character+ picutre 580x200 px	700 €/week

New online ad formats

Social media shares – Facebook, Instagram, LinkedIn	Ask for an offer
Video inserts – talotekniikka-lehti.fi	Ask for an offer

You can also order us to make content for your ad or commercial article. We will interview, write, photograph, edit and make the layout - you get the complete package.

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

Material schedule

Five (5) businessdays before beginning of the campaigning.

VAT 24% accordingly.

Our newsletter has thousands of weekly readers

Thousands of social media followers

More info

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

eetu.alvik@talotekniikka-lehti.fi

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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.

Magazine in social media

