

Talotekniikka -lehti

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.

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 potrait	102 x 297 mm	2 130 €
1/2 page landscape	210 x 146 mm	2 130 €
1/3 page potrait	72 x 297 mm	1 670 €
1/4 page potrait	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 €

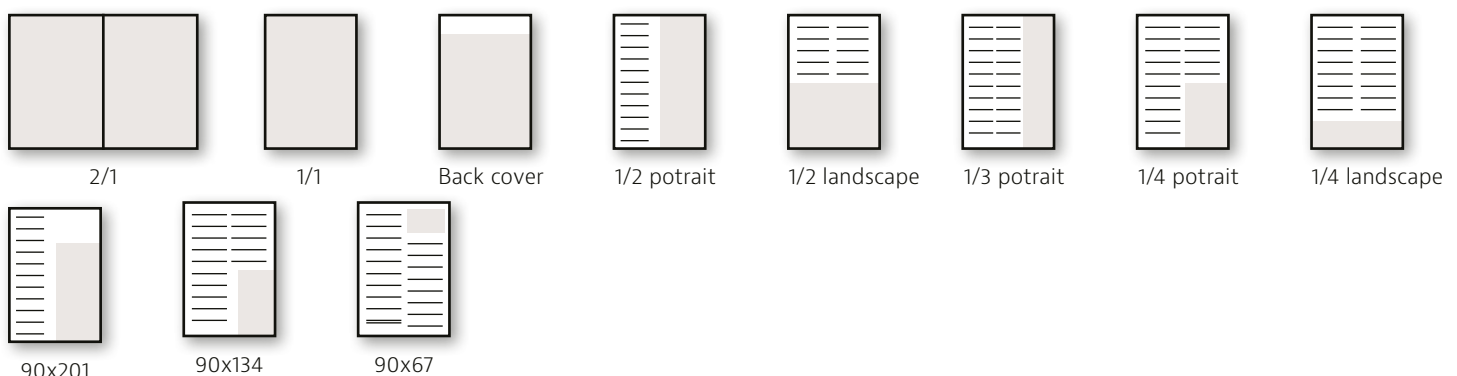
Bleeds 5 mm

VAT 24% is added to all prices.

Module 1	90x67 mm	420 €
Module 2	90 x 134 mm	790 €
Module 3	90 x 201 mm	1190 €

INSERTS

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



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

Advertising sales

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Publisher

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Sitratori 5, 00420 Helsinki

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Invoicing

Invoice will be sent at the material date
terms of payment 14 days net.

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.

Publication schedule for Talotekniikka magazine 2023

No	Reservation	Material	Publication	Themes
1	11.1.	17.1.	1.2.	HEATING
2	22.2.	28.2.	15.3.	VENTILATION AND INDOOR CLIMATE
3	21.3.	24.3.	12.4.	BUILDING REFURBISHMENT AND RENOVATION
4	25.4.	2.5.	17.5.	COOLING AND REFRIGERATION TECHNOLOGY
5	30.5.	6.6.	21.6.	CONSTRUCTION
6	28.8.	5.9.	20.9.	PLANNING
7	27.9.	3.10.	18.10.	ENERGY
8	25.10.	30.10.	15.11.	WATER AND SEWERAGE
9	17.11.	27.11.	13.12.	SMART CONSTRUCTION AND SECURITY

We reserve the right to change media information.



More than a Magazine

Digital marketing

Online Banners | www.talotekniikka-lehti.fi

980 x 400 pixels	420 €/vk
980 x 120 pixels	250 €/vk
300 x 300 pixels	195 €/vk
Partner news/-blog	350 €/vk
Video	250 €/vk

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+
picture 580x200 px 700 €/week
VAT 24% accordingly.

**Our newsletter has
thousands of weekly readers**

Newsletter is sent every Thursday.

Other ad formats

Social media shares Ask for an offer
– Facebook, Instagram, LinkedIn

Video inserts Ask for an offer
– talotekniikka-lehti.fi

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.

Material requirement

Please deliver finished banners in RGB via e-mail in
GIF or JPG format. Resolution 72 dpi.

Material Schedule

Five (5) business days before beginning of the
campaign.

Material delivery

eetu.alvik@talotekniikka-lehti.fi

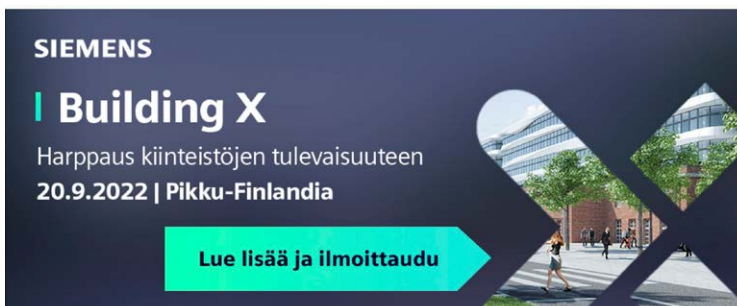
300 x 300 pixels



980 x 120 pixels



980 x 400 pixels



Magazine in social media

