

# Talotekniikka -lehti



Also in  
digital form.

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.

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.

### Readers 9 500

of which 40 % specialists, 34 % directors/management and 21 % entrepreneurs. Readers are decision-makers in the HVAC business sector.

## Publication schedule for Talotekniikka magazine 2024

| No | Reservation | Material | Publication | Themes                                                                    |
|----|-------------|----------|-------------|---------------------------------------------------------------------------|
| 1  | 12.1.       | 19.1.    | 1.2.        | <b>HEATING</b>                                                            |
| 2  | 16.2.       | 23.2.    | 7.3.        | <b>PLANNING AND DATA MODULLING</b>                                        |
| 3  | 19.3.       | 26.3.    | 11.4.       | <b>ENERGY</b>                                                             |
| 4  | 22.5.       | 29.4.    | 16.5.       | <b>VENTILATION AND INDOOR CLIMATE</b>                                     |
| 5  | 31.5.       | 7.6.     | 20.6.       | <b>COOLING AND REFRIGERATION TECHNOLOGY</b>                               |
| 6  | 20.8.       | 27.8.    | 10.9.       | <b>CONSTRUCTION</b>                                                       |
| 7  | 16.9.       | 23.9.    | 7.10.       | <b>CONTRACT WORK AND INSTALLATION*</b><br><b>FINNBUILD-FAIR 8.-10.10.</b> |
| 8  | 17.10.      | 24.10.   | 7.11.       | <b>WATER AND SEWERAGE</b>                                                 |
| 9  | 19.11.      | 26.11.   | 11.12.      | <b>SMART CONSTRUCTION, DIGITALIZATION,<br/>AUTOMATION</b>                 |

We reserve the right to change media information.

\*will be distributed at the Finnbuilt-fair.

| 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 € |
| 1/3 page landscape | 210 x 79 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

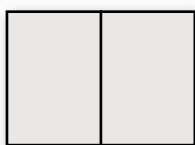
VAT 24% is added to all prices.

|          |             |        |
|----------|-------------|--------|
| Module 1 | 90 x 67 mm  | 420 €  |
| Module 2 | 90 x 134 mm | 790 €  |
| Module 3 | 90 x 201 mm | 1190 € |

Ask for  
an offer!

#### INSERTS

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



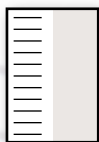
2/1



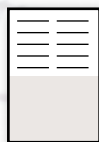
1/1



Back cover



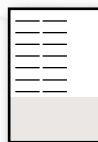
1/2 potrait



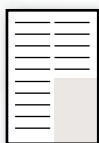
1/2 landscape



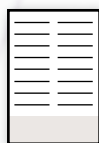
1/3 potrait



1/3 landscape



1/4 potrait



1/4 landscape



Module 1



Module 2



Module 3

#### 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.

#### Advertising sales

Eetu Alvik, tel. +358 50 521 3152

e-mail: [eetu.alvik@talotekniikka-lehti.fi](mailto:eetu.alvik@talotekniikka-lehti.fi)

#### Editorial staff

Editor-in-chief Piritta Vainio,

tel. +358 44 339 6106

e-mail: [piritta.vainio@talotekniikka-lehti.fi](mailto:piritta.vainio@talotekniikka-lehti.fi)

#### Journalist

Miia Manner,

tel. +358 40 530 9141

e-mail: [miia.manner@talotekniikka-lehti.fi](mailto:miia.manner@talotekniikka-lehti.fi)

#### Publisher

Talotekniikka-Julkaisut Oy

Sitratori 5, 00420 Helsinki

Managing director Eetu Alvik

tel: + 358 50 521 3152

#### Invoicing

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

#### Production Specs

Publication Format: 210 x 297 mm

Printing house: 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](mailto:talotekniikka@faktor.fi)

and a copy to [eetu.alvik@talotekniikka-lehti.fi](mailto:eetu.alvik@talotekniikka-lehti.fi)

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

#### 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.



# Digital marketing

## Online Banners

[www.talotekniikka-lehti.fi](http://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 |
| VAT 24% accordingly. |          |

300 x 300 pixels



980 x 400 pixels



## Other ad formats

|                                 |                  |
|---------------------------------|------------------|
| <b>Social media shares</b>      | Ask for an offer |
| – Facebook, Instagram, LinkedIn |                  |
| <b>Video inserts</b>            | Ask for an offer |
| – talotekniikka-lehti.fi        |                  |

### 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](mailto:eetu.alvik@talotekniikka-lehti.fi)

## Email Newsletter Banners

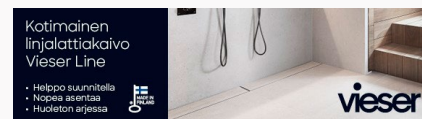
Product ad, top slot with maximum exposure  
580 x 350 px 900 €/week

Product ad 580 x 160 px 630 €/week

Advertorial 350 character+  
picture 580x200 px 700 €/week  
VAT 24% accordingly.

Newsletter is sent every Thursday.

580 x 160 pixels



580 x 350 pixels



## Advertorial

**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.

## Magazine in social media



**Talotekniikka-lehti**



Our newsletter has thousands of weekly readers.

Complete package.