

# Talotekniikka

## -lehti



Also in digital form.

More than a magazine.

Professionals' own media for more than 70 years !

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.

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.

### 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.

Complete package.

## Publication schedule for Talotekniikka magazine 2025

No	Reservation	Material	Publication	Themes
1	17.1.	23.1.	13.2.	<b>HEATING</b>
2	11.2.	17.2.	10.3.	<b>VENTILATION AND INDOOR CLIMATE</b>
3	19.3.	25.3.	15.4.	<b>PLANNING</b>
4	4.4.	10.4.	6.5.	<b>ENERGY</b>
Special distribution	14.4.	25.4.	19.6. & 26.6.	<b>BUILDING TECHNOLOGY FOR EVERY HOME*</b> supplement between magazines Tekniikan Maailma and TM Rakennusmaailma
5	31.7.	6.8.	27.8.	<b>COOLING AND REFRIGERATION TECHNOLOGY</b>
6	10.9.	16.9.	7.10.	<b>CONSTRUCTION**</b> Kiinteistömessut 8.–9.10.2025
7	10.10.	16.10.	6.11.	<b>WATER AND SEWERAGE</b>
8	14.11.	20.11.	11.12.	<b>CONTRACT WORK AND INSTALLATION</b>

We reserve the right to change media information.

\* Overall reach over 600 000

\*\* will be distributed at the professional fair, Kiinteistömessut

Discounts according to annual contracts.

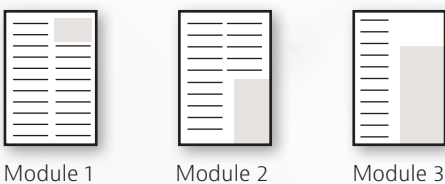
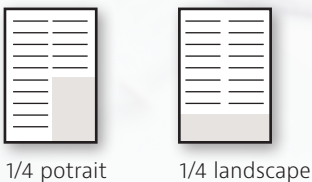
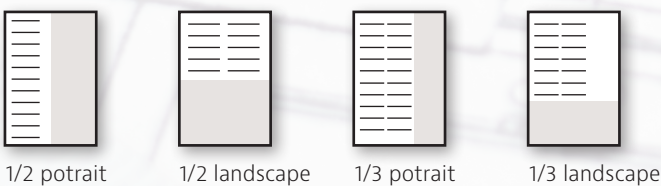
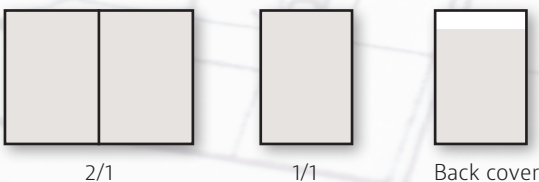
Standard Sizes	Size mm	Rate €
1/4 page potrait	102 x 146 mm	1 460 €
1/4 page landscape	210 x 79 mm	1 460 €
1/3 page potrait	72 x 297 mm	1 790 €
1/3 page landscape	210 x 79 mm	1 790 €
1/2 page potrait	102 x 297 mm	2 289 €
1/2 page landscape	210 x 146 mm	2 289 €
1/1 page	210 x 297 mm	3 285 €
2/1 spread	420 x 297 mm	5 030 €
Front cover	210 x 245 mm	5 400 €
Back cover	210 x 272 mm	4 050 €
2nd cover	210 x 297 mm	3 560 €
3rd cover	210 x 297 mm	3 450 €

Pitäämme oikeuden muutoksiin.

Bleeds 5 mm

VAT 25,5 % is added to all prices.

Module 1	90 x 67 mm	450 €
Module 2	90 x 134 mm	840 €
Module 3	90 x 201 mm	1 270 €



## Advertising sales

Eetu Alvik, tel. +358 50 521 3152  
e-mail: eetu.alvik@talotekniikka-lehti.fi

## Publisher

Talotekniikka-Julkaisut Oy  
Sitratori 5, 00420 Helsinki

## 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  
and a copy to 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.

## 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.

## INSERTS

A wide range of supplements can be distributed together with the magazine.

Ask for  
an offer!



# Digital marketing

## Online Banners

www.talotekniikka-lehti.fi

300 x 300 pixels	209 €/vk
980 x 120 pixels	268 €/vk
980 x 400 pixels / sisältöalue	360 €/vk
980 x 400 pixels / paraati	449 €/vk
Partner news/-blog	350 €/vk
Video	250 €/vk

VAT 25,5 % accordingly.

300 x 300 pixels

980 x 120 pixels

980 x 400 pixels

## Other ad formats

### Social media shares

– Facebook, Instagram, LinkedIn

### Video inserts

– talotekniikka-lehti.fi

Ask for an offer!

### 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

## Email Newsletter Banners

Product ad 580 x 160 px 650 €/vk

Advertorial 350 character+ picture 580x200 px 810 €/vk

Product ad, top slot with maximum exposure 580 x 350 px 950 €/vk

VAT 25,5 % accordingly.

Newsletter is sent every Thursday.

Our newsletter has thousands of weekly readers.

580 x 160 pixels

580 x 350 pixels

### Readers 9 500

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

## Magazine in social media



Talotekniikka-lehti

