Media kit 2027

Talotekniikka -lehti



The leading building technology magazine

Join us in building the building technology of the future – what you say on the pages of Talotekniikka magazine has a place.

Talotekniikka magazine is Finland's leading professional media focusing on technical solutions in the construction and real estate sectors. It offers up-to-date, in-depth and expert information on the entire field of building technology – from HVAC technology to automation, from energy solutions to smart property management.

The magazine is read by decision-makers, designers, contractors, property managers and real estate experts who make decisions every day that have an impact on the future of the entire building stock. Talotekniikka magazine acts not only as a source of information, but also as an influencer and trend setter in the development of a sustainable and smart built environment.

Why choose Talotekniikka magazine to support your media?

- You directly reach key people and decision-makers in the industry
- A strong position at the heart of building technology

40 % of the magazine's readers work in expert positions, 34 % in supervisory/management positions. 21 % of the readers are entrepreneurs in the building services sector. They operate in, among other things, design, contracting, industrial and technical wholesale, and the energy and refrigeration sectors.

Readers play a significant role in purchasing decisions.

Talotekniikka magazine and its digital channels open up a platform for phenomena and developments in the building services sector – as well as the people, communities, projects, products, and innovations behind them. Each magazine contains its own magazine-specific theme section.

Publication schedule for Talotekniikka magazine 2027

No	Reservation	Material	Publication	Themes
1	14.1.	21.1.	11.2.	**COOLING AND REFRIGERATION** | Note! **TalotekniikkaExtra**, see page 3
2	22.2.	1.3.	22.3.	**VENTILATION AND INDOOR CLIMATE** | Note! **TalotekniikkaExtra**, see page 3
3	30.3.	8.4.	29.4.	**WATER AND SEWERAGE**
4	3.5.	13.5.	3.6.	**PLANNING**
5	13.7.	22.7.	12.8.	**ENERGY** | Note! **TalotekniikkaExtra**, see page 3
6	24.8.	2.9.	23.9.	**CONTRACT WORK AND INSTALLATION**
7	5.10.	14.10.	4.11.	**HEATING** | Note! **TalotekniikkaExtra**, see page 3
8	16.11.	24.11.	16.12.	**CONSTRUCTION**

We reserve the right to change media information.

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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 75 mm	1 460 €
1/3 page potrait	72 x 297 mm	1 790 €
1/3 page landscape	210 x 99 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 267 mm	4 050 €
2nd cover	210 x 297 mm	3 560 €
3rd cover	210 x 297 mm	3 450 €

We reserve the right to change media information.

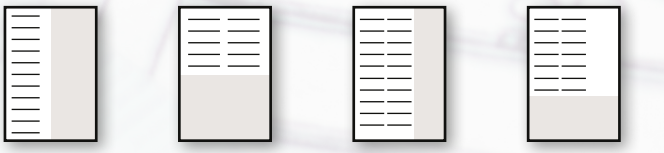
Bleeds 5 mm

VAT is not included %.

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



2/1 1/1 Back cover



1/2 portrait 1/2 landscape 1/3 portrait 1/3 landscape



1/4 portrait 1/4 landscape



Module 1 Module 2 Module 3

Complete package.

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.

Ask for an offer!

INSERTS

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



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

Media kit 2027

Visibility opportunities in new media, too!

A new digital content package for building services professionals:

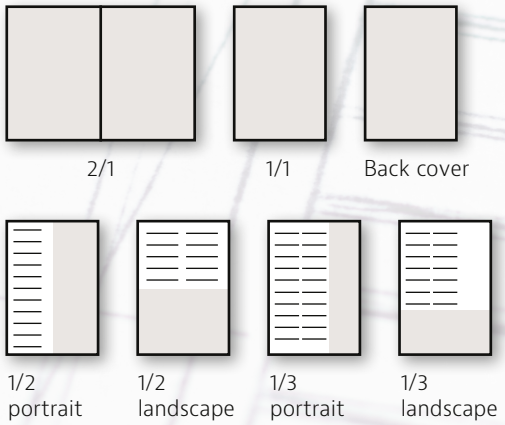
Talotekniikka EXTRA –

fresh reading for building services practitioners and decision-makers.



Standard Sisez	Size mm	Rate €
1/3 page portrait	72 x 297 mm	890 €
1/3 page landscape	210 x 99 mm	890 €
1/2 page portrait	102 x 297 mm	1 140 €
1/2 page landscape	210 x 146 mm	1 140 €
1/1 page	210 x 297 mm	1 640 €
2/1 spread	420 x 297 mm	2 500 €
Back cover	210 x 297 mm	2 000 €
2-kansi	210 x 297 mm	1 780 €
3-kansi	210 x 297 mm	1 720 €

Pidätämme oikeuden muutoksiin.



Talotekniikka EXTRA brings timely topics, trends, and experts to readers in a new, theme-focused format. Four visually high-quality, themed digital editions will be published in 2027. The online publication showcases technical solutions not only to industry professionals but also to ordinary consumers considering building services investments for their own homes, housing companies, or businesses.

These digital editions are available for everyone to read free of charge on the *Talotekniikka* magazine website—in a prime spot!

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

Publication schedule for Talotekniikka EXTRA

No	Reservation	Material	Publication	Themes
1	22.3.	30.3.	12.4.	**COOLING AND REFRIGERATION** | a separate newsletter about this 12.4.2027
2	3.5.	10.5.	24.5.	**VENTILATION AND INDOOR CLIMATE** | a separate newsletter about this 24.5.2027
3	20.9.	27.9.	11.10	**ENERGY** | a separate newsletter about this 11.10.2027
4	9.12.	17.12.	10.1.	**HEATING** | a separate newsletter about this 10.1.2028

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House & Technology

We publish two publications for consumers, the first in the spring and the second in the autumn. **The total reach is over 300 000/time** as the contents is between Tekniikan Maailma and TM Rakennusmaailman.

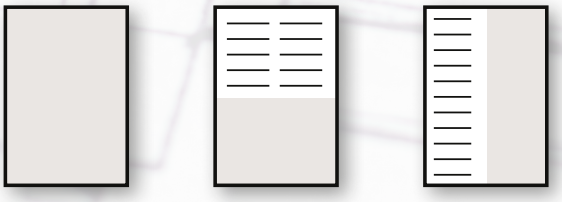
Tekniikan Maailma is researched to be the most reliable, useful and versatile technology and science media in Finland. Readers know that Tekniikan Maailma provides useful information.

TM Rakennuslehti is a specialist magazine for those interested in home, construction and renovation. Its readers want to know about the many methods of construction and renovation as well as products and tools.

NOTE! Places are limited!

	Reservation	Material	Publication
Spring 2027			
TM Rak. & TM	25.3.	5.4.	20.5. ja 26.5.
Autum 2027			
TM Rak. & TM	3.9.	10.9.	13.10. ja 21.10.

We reserve the right to change media information.



1/1 | 1/2 landscape | 1/2 portrait

Sizes	Size mm	Rate €
1/1 page	210 x 275 mm	3390 €
½ page, landscape	210 x 135 mm	2430 €
½ sivu, portrait	102 x 275 mm	2430 €

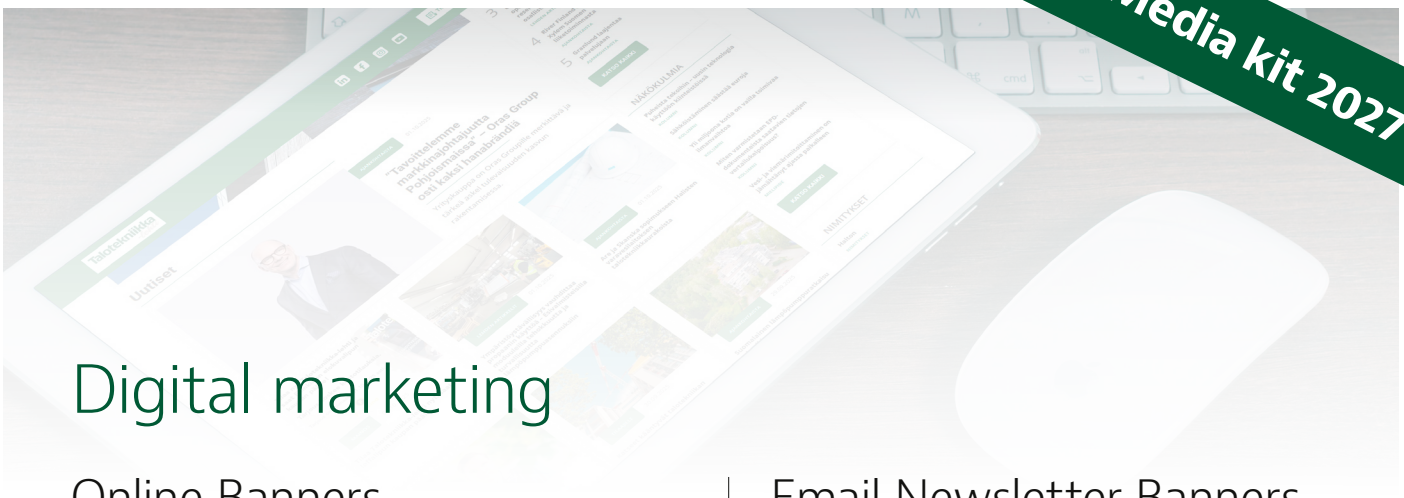
Bleeds 5 mm.

VAT is not included %.

The publication is located between Tekniikan maailma and TM Rakennusmaailma magazines, in a stapled, center-open format, so the reader experience continues to be the same as in the main magazine.

Material Delivery
talotekniikka@faktor.fi and a copy to
eetu.alvik@talotekniikka-lehti.fi

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Digital marketing

Online Banners

300 x 300 pixels / main banner	215 €/vk
980 x 400 pixels / main banner	460 €/vk
980 x 400 pixels / content area	370 €/vk
Native article	900€/ kk

VAT is not included %.

300 x 300 pixels

980 x 120 pixels

980 x 400 pixels

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 is not included %

Newsletter is sent every Thursday.

Our newsletter has thousands of weekly readers.

580 x 160 pixels

580 x 350 pixels

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

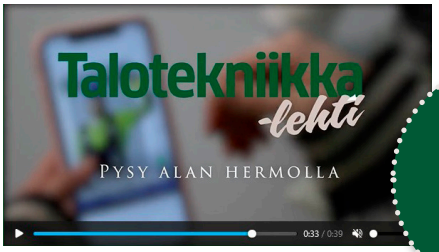
Material Schedule
Three (3) business days before publication . of the campaign.

Material delivery
viestinta@talotekniikka-lehti.fi

When submitting the material, please provide the following information:
- Newsletter/ web page
- Product /Publication date(s)
- Advertiser and campaign name
- The campaign's website address to which the ad should redirect when clicked

Other ad formats

Social media shares
– Facebook, Instagram, LinkedIn
Video inserts
– talotekniikka-lehti.fi



Ask for an offer!

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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.

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.

Readers 9 500
of which 40 % specialists, 34 % directors/management and 21 % entrepreneurs. Readers are decision-makers in the HVAC business sector.



Talotekniikka -lehti

Magazine in social media