

Rakennuslehti

Kaikki mitä tietää pitää

Media information

2017

sanoma

DECISION-MAKERS IN THE CONSTRUCTION BUSINESS KEEP UP TO DATE

Rakennuslehti comes out on Fridays and includes the week's key events, and its theme section provides an analysis of topical issues and trends in the construction business. Rakennuslehti covers all relevant areas of the construction business: house building, renovation, building services engineering and infrastructure.

In addition to these areas, our theme issues also include a more detailed focus on themes important for the industry. Every week, Rakennuslehti offers the views and thoughts of leading figures in the construction business regarding topical and future themes.

Alongside open vacancies, the magazine also shows in its uusiin asemiin ("to new positions") section the moves of professionals on the job market. You will also find details of new products of interest to construction professionals, as well as the development of these products and their suitability for professional applications.

Rakennuslehti.fi provides topical industry news on a daily basis. Vacancies in the industry are also advertised on our website.

Veijo Käyhty
Editor-in-Chief



THE MAGAZINE FOR TRAINED PROFESSIONALS

Rakennuslehti is published by Sanoma Tekniikkajulkaisut Oy, a company backed by the following associations of trained trade professionals: RIL – the Finnish Association of Civil Engineers, RIA, an association of civil engineers and architects, the Finnish Construction Managers and Engineers RKL and the Confederation of Finnish Construction Industries RT. According to a working life survey commissioned by Rakennuslehti, over 80% of readers hold a degree from a university or a university of applied sciences. The trade magazine of a heavily regulated industry is read by everyone who needs to know. It is therefore fair to say that, in practice, construction work is in practice without the readers of Rakennuslehti. The built-up environment represents over 70% of our national wealth. Readers of Rakennuslehti are responsible for procurement related to building construction and maintenance of the built-up environment. The magazine has been the number one source of information about the industry since 1966, for both editorial content and product information. In the current communication environment, Rakennuslehti has been transformed into a multi-channel medium offering different approaches for reaching the important target group, wherever they happen to be. However, one thing has not changed: The readers of Rakennuslehti still expect to get all the relevant information from their own medium.

NATIONWIDE RECRUITMENT MEDIUM

Rakennuslehti is the only medium reaching trained trade professionals throughout Finland. In 2014, Rakennuslehti advertised 1,600 vacancies for trade professionals. According to a working life survey commissioned by Rakennuslehti (IRO, May 2014), almost 50% of readers check the vacant jobs advertised in Rakennuslehti every week. This means 25,000 trained trade professionals every week.

The recruitment ads are also published on the web and in newsletters. The ads are noticed. Ad surveys indicate that the average attention value of job ads is more than 50%.

Our reader promise – "all you need to know" – also says a lot about how job ads are monitored: about half of Rakennuslehti readers do not follow any other job ads. If you want to know how your ad is received, advertise in the twice-yearly Research issue.

THE MANY POSSIBILITIES OF CONTENT MARKETING

Describe your products to those who need to know. Rakennuslehti publishes its partners' blogs and other contents in a reader-friendly form. There are many alternatives available for getting your factual content through to decision-makers in the construction industry:

Advertorial: The content can be turned into an advertorial for the magazine, website or both.

Blog: The content can be published as a cooperation blog, which can be read in the popular blog section of the Rakennuslehti.fi website.

Video: The content can become a video for the Rakennuslehti.fi website, or an existing video can be distributed there for a wider audience of experts.

COOPERATION SEMINARS AND CUSTOMER EVENINGS

Meet decision-makers face to face at a Rakennuslehti cooperation seminar. Rakennuslehti organises events for its partners where companies can themselves convey their messages to an expert audience.

Rakennuslehti acts as a neutral organiser, providing you with:

- the framework and functional concept for the expert evenings
- consultation in planning the theme and programme
- practical arrangements, from invitations to catering
- sending advance invitations to the host's own invitation register
- a half-page invitation ad for the readers of Rakennuslehti

PUBLICATION DATES AND MATERIAL DEADLINES FOR 2017

ISSUES	PUBLISHED	BOOKING	MATERIAL	THEME
1	13.1.	4.1.	9.1.	The building professionals and Recruitment
2	20.1.	11.1.	16.1.	Energy and eco-efficient construction
3	27.1.	18.1.	23.1.	Construction management and Real estates
4	3.2.	25.1.	30.1.	Renovation building: Housing renovations
5	10.2.	1.2.	6.2.	Construction techniques: high rise buildings
6	17.2.	8.2.	13.2.	Planning and project management
7	24.2.	15.2.	20.2.	Data modeling and digitalization in the construction
8	3.3.	22.2.	27.2.	Infrastructure building
9	10.3.	1.3.	6.3.	Hospital and nursing home construction
10	17.3.	8.3.	13.3.	Renovation building: Indoor climate
11	24.3.	15.3.	20.3.	Architecture
12	31.3.	22.3.	27.3.	Building techniques and productions, AD SURVEY ISSUE
13	7.4.	29.3.	3.4.	Housing construction and New concepts
14	13.4.	5.4.	10.4.	Building services engineering
15	28.4.	19.4.	24.4.	Renovation building: Piping renovations
16	5.5.	25.4.	28.4.	Major companies in the construction business review
17	12.5.	3.5.	8.5.	Municipal technology
18	19.5.	10.5.	15.5.	Occupational safety and management
19	2.6.	24.5.	29.5.	Renovation building
20	9.6.	31.5.	5.6.	Urban planning: Helsinki and Tampere
21	16.6.	7.6.	12.6.	Construction of sports facilities
22	30.6.	21.6.	26.6.	House construction and hardware
23	11.8.	2.8.	7.8.	The building professionals and Education
24	18.8.	9.8.	14.8.	Renovation building: houses and rowhouses
25	25.8.	16.8.	21.8.	Architecture
26	1.9.	23.8.	28.8.	Infrastructure building: major projects
27	8.9.	30.8.	4.9.	Office interior architecture
28	15.9.	6.9.	11.9.	Renovation building and Building services engineering
29	22.9.	13.9.	18.9.	Real estates and Facades
30	29.9.	20.9.	25.9.	Project Management and supervision
31	6.10.	27.9.	2.10.	Construction costs
32	13.10.	4.10.	9.10.	100 Years of Finnish Building
33	20.10.	11.10.	16.10.	Renovation building: Demanding renovations
34	27.10.	18.10.	23.10.	New products and innovations, AD SURVEY ISSUE
35	3.11.	25.10.	30.10.	Concrete construction
36	10.11.	1.11.	6.11.	Wood and Steel construction
37	17.11.	8.11.	13.11.	Planning and Consulting
38	24.11.	15.11.	20.11.	Major building projects review
39	1.12.	22.11.	27.11.	Renovation building: The best renovation building sites
40	15.12.	5.12.	11.12.	Annual review and the best of the year

Circulation: 32 198 (LT 2015)

Readers: 50 000 (Reader survey, IRO 2014)

Decision-maker readers: 41 000 (PäättäjäAtlas 2012)

Typical decision-maker reader of Rakennuslehti: Male (85%) University degree (63%) Technical education (73%) Responsible for budget and financial result (95%)

SUBSCRIPTION PRICES 2017

- Permanent subscription (12 months / 40 issues) 116 €
- Fixed term (12 months / 40 issues) 132 €
- Orders for several copies of single issues: ask your contact person for an offer or contact media sales at 09 120 5211, 09 120 5275

PUBLICATION SCHEDULE AND BOOKINGS

40 issues per year, published on Fridays. Ads accompanying the main text must be booked a week earlier on Wednesday. Ready-to-print PDF materials for which a booking has been made must be delivered to Rakennuslehti by noon on the Monday of the publication week. Bookings and materials for job ads and other ads placed following the main text must be delivered by Friday 2 p.m. on the week preceding the publication week.

AD SALES

Sales Managers:

Tomi Huiko

040 414 5000
tomi.huiko@rakennuslehti.fi

Jari Inkinen

040 7160 113
jari.inkinen@rakennuslehti.fi

Elina Rökman

040 3561874
elina.rokman@rakennuslehti.fi

Sales Manager, recruitment ads:

Juha Pekkinen

040 674 8617
juha.pekkinen@rakennuslehti.fi

Media Sales

Switchboard: 09 120 5090

Ad bookings

09 120 5090
mediapalvelu@sanoma.com

TECHNICAL SPECIFICATIONS

Magazine size: tabloid 280 × 400 mm
Printing method: Offset rotation, heatset
Place of printing: PunaMusta Oy, Tampere

MATERIAL DELIVERY

The link for uploading the material will be mailed after making the reservation. In case of non-ready material, please mail to aineistopalvelut@sanoma.com

Address for online material:

online.aineisto@sanoma.fi

Appointments:

rakennuslehti.nimitykset@sanoma.com

FILE FORMATS

PDF is the preferred file format. Rakennuslehti will provide further information by request. The minimum resolution for raster pictures is 225 dpi, and 800 dpi for BW line graphics. The PDF and EPS files must also include the fonts required for printing. Normal layout costs will be charged for material produced using word processors. No cut margins are required for the ads.

ADVERTISEMENT SIZES AND RATES

PRODUCT ADS

STANDARD SIZES	SIZE MM	PRICE, €
Front page	254 × 290 mm	13,750
2/1 spread	524 × 365 mm	13,750
Opening spread	524 × 365 mm	15,125
Back page 1/1 page	254 × 310 mm	11,950
1/1 page	254 × 365 mm	10,950
A4	210 × 295 mm	7,950
1/2 page vertical	125 × 365 mm	5,650
1/2 page horizontal	254 × 180 mm	5,650
1/4 page vertical	125 × 180 mm	2,990
1/4 page square	168 × 135 mm	2,990
6 × 100	254 × 100 mm	2,990
3 × 100	125 × 100 mm	1,650
2 × 100	82 × 100 mm	1,000

Other sizes can also be used. Price: 4-colour €5.50/cmm

Exclusivity modules

2nd page module	254 × 120 mm	3,770
3rd page module	125 × 50 mm	830
Back page module	254 × 120 mm	3,770
Back page corner	53 × 38 mm	570

Fixed position +10%. All prices are subject to VAT at 24 %.

Discounts

Discounts are granted on the basis of separate agreements: media agencies / authorised advertising agencies, annual agreement discounts, campaign packages.

RECRUITMENT AND EDUCATION

Job vacancies are also published on the Rakennuslehti website at no extra charge.

EXAMPLE SIZES	SIZE MM	PRICE €
1/1 page	254 × 365 mm	13,140
A4	210 × 295 mm	8,850
1/2 page vertical	125 × 365 mm	6,480
1/2 page horizontal	254 × 180 mm	6,480
1/4 page vertical	125 × 180 mm	3,240
1/4 page square	168 × 135 mm	3,240
6 × 100	254 × 100 mm	3,600
2 × 100	82 × 100 mm	1,200

Other sizes can also be used. Price: 4-colour €6.00/cmm.

25% repeat discount when the ad is re-published unchanged within two weeks.

CLASSIFIED ADS

Wanted, For sale, For rent, Contract offers, etc.
Max. 2 × 150 cmm 4-colour €4.00/cmm

ATTACHMENTS

Supplements can be added to the magazine either loose, affixed with a drop of glue or stapled.

	Stapled supplement	Loose supplement	Glue drop
Min.	148 × 210	105 × 148	55 × 80 / 80 × 55
Max.	280 × 400	(280 × 400)	270 × 390 210 × 250

top cut 5 mm, preferably 10 mm smaller than the magazine

Note: A 5 mm cut margin must be left at the top edge of a stapled supplement, and folded 8-, 12- or 16-page supplements must be left uncut at their top edges. Other pages should be clean cut. The maximum dimensions have 5 mm cut margins for each page. Loose supplements can only be used when the magazine is wrapped in plastic. Glue drop attachments cannot be glued closer than 10 mm to the fold (glue area 10–70 mm).

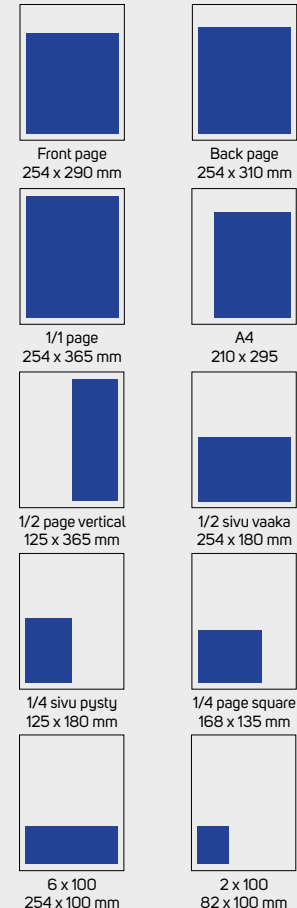
Minimum print runs of attachments: Rakennuslehti 35,500 copies (normal edition of the magazine). If the extra deliveries are also included in the distribution, the edition is normal edition + extra delivery + 100 copies. The minimum price for supplements to part of the edition is €1,600 net.

SUPPLEMENT WEIGHT	PRICES € / 1,000 COPIES
Max. 5 g	193
6–10 g	216
11–20 g	250
21–30 g	284
31–40 g	329
41–50 g	375
51–60 g	420

COLUMN WIDTHS

1 column	39 mm
2 columns	82 mm
3 columns	125 mm
4 columns	168 mm
5 columns	211 mm
6 columns	254 mm

STANDARD SIZES



If the attachment is to be printed on special paper or has a special shape or graphical appearance, you should contact the printing house directly:

Punamusta, Pia Mäkelä, tel. 040 579 3005

Delivery address:

PUNAMUSTA TAMPERE OY
jälkikäsitelly, Kaapelikatu 1,
33330 TAMPERE

Delivery time

By the due date for the main product

Packing

Packed in boxes on a pallet, or with the supplements with maximum-size folds on pallets without bands in a tight pallet package. Supplements intended for different magazines must all be packed on individual pallets. The pallets as well as the bill of lading / despatch note must bear the name of the supplement and number of copies, as well as the name and issue of the main product

WWW.RAKENNUSLEHTI.FI

Rakennuslehti is read for good reason, and the industry news is also followed on electronic media. Those who need to know, need to know every day, everywhere. To advertiser customers, Rakennuslehti.fi and the Rakennuslehti newsletter provide a new opportunity to provide reminders and additional information.

The Rakennuslehti web service reaches more than 20,000 professionals every week. The site is built to serve its users as a source of news and product information with any terminal device. In addition to the banners published on different parts of the site, advertisers can also utilize advertorials, blogs and videos.

The Rakennuslehti newsletter has a select audience of 15,000 professionals. They receive the trade information they need in their email inbox three times a week. For advertisers, the newsletter provides an opportunity to capture the full attention of this target group quickly and in a precisely timed manner.

WEBSITE

Ad forms	Pixel size	Mobile	cpm€/1,000views
1. Giant panorama	980 x 400	300 x 300	50
2. Panorama	980 x 120	300 x 300	24
3. Leaderboard	728 x 90	300 x 300	24
4. Giant box	468 x 400	300 x 300	24
5. Box	300 x 250	300 x 300	20
6. Tower	200 x 900	300 x 300	24
7. Skyscraper	160 x 600	300 x 300	20
8. Billboard	140 x 350	300 x 300	20
9. News stream banner	468 x 60	468 x 60	20

Special ad forms	Pixel size	cpm € / 1,000 views
Video parade	980 x 553	75
Sticky banner	300 x 200	37
Dhtml		100

Ask for more information about other ad forms.
All prices are subject to VAT at 24%.

Example pricing of rakennuslehti.fi:

Skyscraper 160 x 600 pixels, CPM €20
An average of 50,000 views per week = €1,000/week

NEWSLETTERS

Ad forms	Pixel size	Mobile	€/despatch
1. Leaderboard	728 x 90	300 x 300	500
2. Box	300 x 250	300 x 300	500
3. Skyscraper	160 x 600	300 x 300	500
Wallpaper			1,000
Panorama	980 x 120	300 x 300	500
Tower	200 x 900	300 x 300	500

Despatches every Monday, Wednesday and Friday. Despatch quantities: 15,000

ONLINE JOB SECTION

Printed recruitment advertisements are also published on www.rakennuslehti.fi without extra charge. They are read approximately 400 times.

Plus package: logo (300 x 300 pixels), picture (1200 x 600 pixels), videolink and company info can be added to the web advertisement. Ad is pinned to the top of the site, which will increase the visibility remarkably. 600 € + VAT /ad.

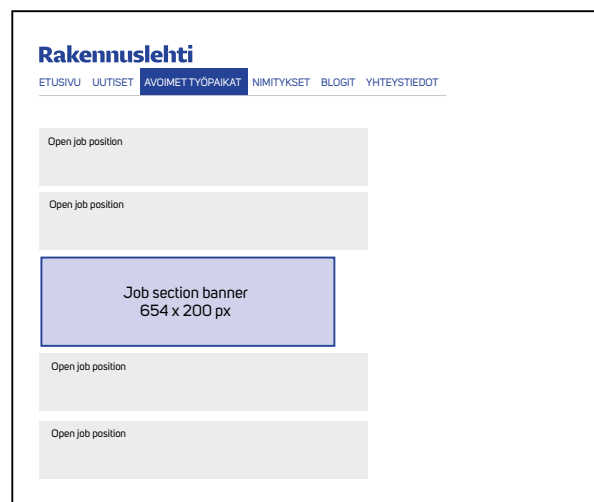
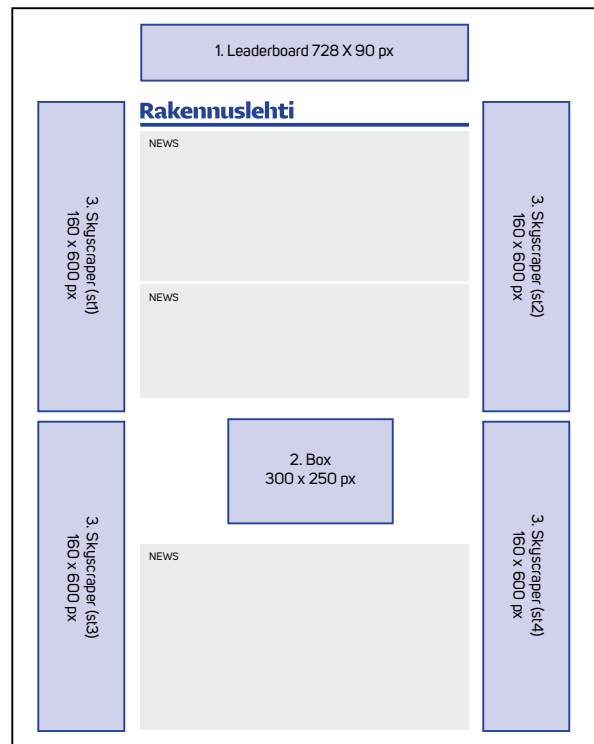
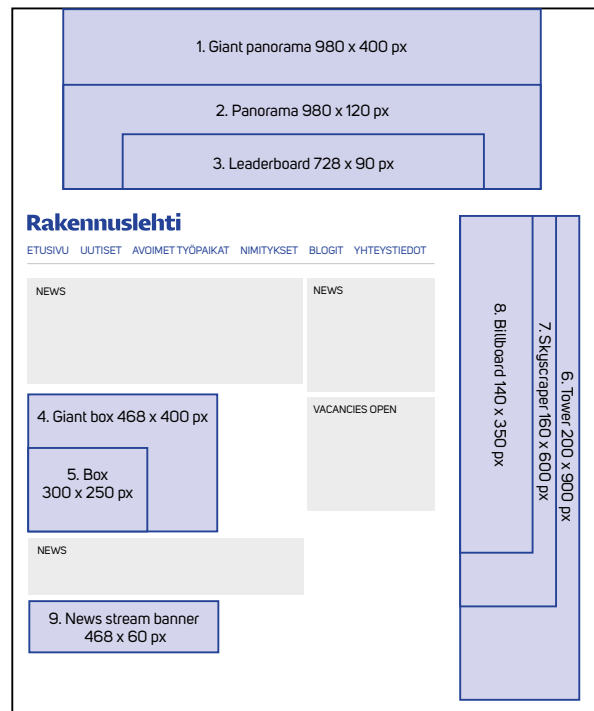
Recruitment banner: 654 x 200 pixels. Material format: jpg or gif. Price: €850/week.

MATERIALS

Detailed instructions regarding materials:

www.verkkomediayynti.fi/aineisto-ohjeet

Delivery address for materials: online.aineisto@sanoma.fi



Rakennuslehti

Kaikki mitä tietää pitää

PUBLISHER DETAILS

Sanoma Tekniikkajulkaisut Oy
P.O. Box 100, 00040 Sanoma

Invoicing address:

Ostolaskut, PO Box 101, 00089 Sanoma

Owners of the company:

Sanoma Media Finland Oy
Finnish Construction Managers and Engineers RKL
RIL - Finnish Association of Civil Engineers
Rakennusinsinöörit ja -arkkitehdit RIA
(association of civil engineers and architects)
Confederation of Finnish Construction Industries RT

GENERAL TERMS AND CONDITIONS OF DELIVERY

Cancellation of ads

Ads must be cancelled in writing at least 14 days before their publication. Front page must be cancelled at least a month before publication. For later cancellations, a charge of 30% of the ad price will be levied.

Customer complaints

We observe current regulations regarding publication of ads. Notice of an incorrect ad must be submitted in writing within 8 days of publication. The magazine accepts no responsibility for the correctness of ads submitted over the phone. The maximum liability of the magazine is limited to the price of the ad. The right to alter the prices and other information in the media card is reserved.