



**Are you looking  
for visibility**  
at the heart of  
the construction  
industry?

Media information 2019

**Rakennuslehti**

Kaikki mitä tietää pitää

sanoma

# EVERYTHING YOU NEED TO KNOW ABOUT CONSTRUCTION THROUGH ALL CHANNELS

Rakennuslehti has undergone a transformation in terms of both printed and online content. The website was given a new look and structure at the end of 2018 and the printed magazine will change starting from the first issue of 2019.

The printed Rakennuslehti will still offer a compact package of the week's most important news on Fridays, ensuring that our readers stay up-to-date with what is going on in the construction industry. In addition to news, we focus on a specific interesting theme each week. Rakennuslehti covers all relevant areas of the construction industry: the construction of buildings, renovations, building services engineering and infrastructure.

The third key element of the new Rakennuslehti is the Työssä section ("At Work") which looks into the type of work that is being done in the construction sector and how the industry is developing.

In 2019, we will publish seven Rakennuslehti Extras, in other words online magazines, on our new website with each one focusing on an interesting theme. The Extras will be published during those weeks when the printed magazine is not published due to public holidays. The number of page views on Rakennuslehti.fi has increased remarkably and we are offering more and more content to our subscribers behind a paywall.

**TAPIO KIVISTÖ**  
Editor-in-Chief



## A FEW THINGS.

Rakennuslehti is published once a week. The aim of the magazine is to keep you up-to-date with the industry's developments. At a glance you will know which topics are currently being discussed among professionals.

## Advertise in Rakennuslehti

You can offer our readers the necessary information to support their purchase decisions and also reach potential jobseekers and stakeholders. In addition to the professionally edited weekly magazine, our readers are reached through the Rakennuslehti website, newsletters and social media every day of the week.

Rakennuslehti has reported on the developments in the construction industry for over 50 years. Numerous buildings, bridges and roads have been built during these decades and they have one thing in common: none of them was built without the readers of Rakennuslehti. Designers, representatives from the construction products industry, builders and all of the almost 50,000 weekly readers who want to build this country.

## 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 (the Association of Civil Engineers and Architects), RKL (Finnish Construction Managers and Engineers) and the Confederation of Finnish Construction Industries RT. According to a work-related survey commissioned by Rakennuslehti, over 80% of the readers hold a degree from a university or a university of applied sciences. The trade magazine of the heavily regulated industry is read by everyone who needs to stay up-to-date with the latest developments. It is therefore fair to say that, in practice, construction work would not be possible without the readers of Rakennuslehti.

Built environments represent over 70% of our national wealth. The readers of Rakennuslehti are responsible for purchases related to construction and the maintenance of built environments. The magazine has been the number one source of information about the industry since 1966 with regard to both editorial content and product information.

In the current communications environment, Rakennuslehti has developed into a multi-channel medium offering different ways of reaching this 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 a specialised media outlet. The weekly magazine offers each week's most important news and new products in one compact package.

### On Fridays

40 times a year. The week's most important news at a glance or at your leisure – you decide.

### 24/7

Stay up-to-date every day of the week. In print, online or on your mobile device.

### History

Everything you need to know about the construction industry from digital editions and archives.

## Publication dates and material deadlines for 2019

Issue	Published	Booking	Material	Theme
1	11 Jan	2 Jan	7 Jan	Construction professionals and recruitment
2	18 Jan	9 Jan	14 Jan	Construction management and energy efficiency
3	25 Jan	16 Jan	21 Jan	Renovations, housing repair and infill construction
4	1 Feb	23 Jan	28 Jan	Data modelling and digitalisation in the construction industry
5	8 Feb	30 Jan	4 Feb	High-rise buildings
6	15 Feb	6 Feb	11 Feb	Building services engineering and new innovations
7	22 Feb	13 Feb	18 Feb	Planning and consulting as well as certifications
8	1 Mar	20 Feb	25 Feb	Infrastructure construction
9	8 Mar	27 Feb	4 Mar	Good indoor air
10	15 Mar	6 Mar	11 Mar	Renovations + HS residential building extra (special issue)
11	22 Mar	13 Mar	18 Mar	Alliances and life cycle projects
12	29 Mar	20 Mar	25 Mar	New products and methods
13	5 Apr	27 Mar	1 Apr	Renovations, residential building maintenance and repair projects
14	12 Apr	3 Apr	8 Apr	Building technology and production, AD SURVEY ISSUE*
15	26 Apr	15 Apr	18 Apr	Architecture and design
16	3 May	24 Apr	29 Apr	Occupational safety, personal protection and occupational well-being
17	10 May	30 Apr	6 May	Infrastructure construction and municipal engineering
18	17 May	8 May	13 May	The most successful Finnish companies
19	24 May	15 May	20 May	Renovations, energy efficiency renovations
20	7 June	29 May	3 June	Urbanisation and infill construction
21	14 June	5 June	10 June	Project management and supervision
22	28 June	19 June	24 June	House construction
23	16 Aug	7 Aug	12 Aug	Construction professionals and education
24	23 Aug	14 Aug	19 Aug	Architecture and design
25	30 Aug	21 Aug	26 Aug	Renovations, maintenance and management
26	6 Sep	28 Aug	2 Sep	Earthworks and major infrastructure projects
27	13 Sep	4 Sep	9 Sep	Care facility and hospital construction
28	20 Sep	11 Sep	16 Sep	Facades, roofs and insulation materials
29	27 Sep	18 Sep	23 Sep	Renovations, apartment buildings and building maintenance
30	4 Oct	25 Sep	30 Sep	Smart buildings
31	11 Oct	2 Oct	7 Oct	Infrastructure
32	18 Oct	9 Oct	14 Oct	Renovations, public buildings and indoor air
33	25 Oct	16 Oct	21 Oct	Building technology and production, AD SURVEY ISSUE*
34	1 Nov	23 Oct	28 Oct	Concrete construction
35	8 Nov	30 Oct	4 Nov	Renovations + HS residential building extra (special issue)
36	15 Nov	6 Nov	11 Nov	Future construction and innovations
37	22 Nov	13 Nov	18 Nov	Timber construction
38	29 Nov	20 Nov	25 Nov	Renovations, facades, balconies and windows
39	13 Dec	4 Dec	9 Dec	Steel and glass construction
40	20 Dec	11 Dec	16 Dec	Annual review and the best of the year

### AD SALES

#### Sales Managers:

**Tomi Huiko**  
040 414 5000  
tomi.huiko@rakennuslehti.fi

**Jari Inkinen**  
040 716 0113  
jari.inkinen@rakennuslehti.fi

**Elina Rökman**  
040 356 1874  
elina.rokman@rakennuslehti.fi

#### Job advertisements

##### Sales Manager:

**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 x 400 mm

#### Printing method:

Offset rotation, heatset

#### Place of printing:

PunaMusta Oy, Tampere

### SUBSCRIPTION PRICES 2019

- Permanent subscription (12 months / 40 issues) €129.60
- Fixed term (12 months / 40 issues) €150.00

#### Addressed subscriber distribution:

30,000

**Readers:** 50,000

#### Typical decision-maker reader of

##### Rakennuslehti:

University degree • Technical education • Responsible for budget and financial results

## Online magazine publication dates and material deadlines for 2019

Issue	Published	Booking and material	Theme
1	4 Jan	2 Jan	Renovations, residential building renovations
2	18 Apr	16 Apr	House construction and renovations
3	31 May	29 May	The improvement of quality in the construction industry
4	20 June	18 June	Digitalisation of construction
5	5 July	3 July	Summer issue: Success stories in the construction industry
6	9 Aug	7 Aug	The development of construction products
7	5 Dec	3 Dec	Construction trends

Contact our sales staff for advertising in the online magazine.

**\* Find out your ad's visibility in Rakennuslehti.**

An ad survey is included in the price of an ad that is at least 1/2 page in size.

# PRINTED MATERIAL

## Product ads

Standard sizes	Size mm	Price €
Front page	254 x 290 mm	€13,750
2/1 spread	524 x 365 mm	€13,750
First spread	524 x 365 mm	€15,125
Back page 1/1 page	254 x 310 mm	€11,950
1/1 page	254 x 365 mm	€10,950
A4	210 x 295 mm	€7,950
1/2 page, vertical	125 x 365 mm	€5,850
1/2 page, horizontal	254 x 180 mm	€5,850
6 x 100 mm	254 x 100 mm	€3,250
1/4 page, vertical	125 x 180 mm	€2,990
1/4 page, square	168 x 135 mm	€2,990
3 x 120 mm	125 x 120 mm	€1,800
2 x 120 mm	82 x 120 mm	€1,200
2 x 60 mm	82 x 60 mm	€670

The above-mentioned sizes are examples.

**Price for 4-colour €5.70/cmm.**

Exclusivity modules		
2nd page module	254 x 120 mm	€3,950
3rd page module	125 x 50 mm	€830
Back page module	254 x 120 mm	€3,950
Back page top corner	53 x 38 mm	€570

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

## DISCOUNTS

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

## AD WIDTHS

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

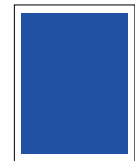
## STANDARD SIZES



Front page  
254 x 290 mm



Back page  
254 x 310 mm



1/1 page  
254 x 365 mm



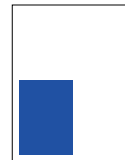
A4  
210 x 295 mm



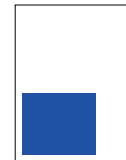
1/2 page,  
vertical  
125 x 365 mm



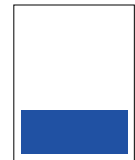
1/2 page,  
horizontal  
254 x 180 mm



1/4 page,  
vertical  
125 x 180 mm



1/4 page, square  
168 x 135 mm



6 x 100  
254 x 100 mm

## Stapled-in inserts

Number of pages	€	Material size	
4-page insert **	15,000	Page size	280 x 400 mm
8-page insert	25,000	Spread size	560 x 400 mm
12-page insert	32,000		
16-page insert	40,000		

### Note:

Stapled-in inserts must have 3 mm bleeds.

The inserts are printed simultaneously with Rakennuslehti on the same paper.

\*\* A 4-page insert is only available as a fixed insert. No predetermined position.

## Ad inserts

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

Stapled insert	Loose insert	Glue drop
Min. 148 x 210 mm	105 x 148 mm	55 x 80 mm / 80 x 55 mm
Max. 280 x 400 mm	210 x 250 mm	210 x 250 mm

Top bleed 5 mm

## Ask for more information

Supplement prices and further details from your contact person.

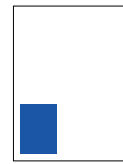
## Job advertisements

Example sizes	Size mm	Price €
1/1 page	254 x 365 mm	€13,140
1/2 page, vertical	125 x 365 mm	€6,480
1/2 page, horizontal	254 x 180 mm	€6,480
1/4 page, vertical	125 x 180 mm	€3,240
1/4 page, square	168 x 135 mm	€3,240
6 x 100 mm	254 x 100 mm	€3,600
2 x 100 mm	82 x 100 mm	€1,200

The above-mentioned sizes are examples. **Price €6.00/cmm**

Add width must be 82, 125, 168, 211 or 254 mm and height 50-365 mm.

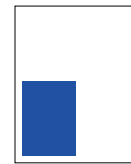
## EXAMPLE SIZES



2 x 120  
82 x 120 mm



6 x 100  
254 x 100 mm



1/4 page,  
vertical  
125 x 180 mm



1/2 page,  
horizontal  
254 x 180 mm



1/2 page,  
vertical  
125 x 365 mm



1/1 page  
254 x 365 mm

## BOOKING SCHEDULE

**Bookings for job advertisements must be made by Friday 2 pm preceding the publication week.**

Appointment news can be sent by email to:  
[rakennuslehti.nimitykset@sanoma.com](mailto:rakennuslehti.nimitykset@sanoma.com).

## Classified ads

Wanted, For sale, For rent, Contract offers, etc.

Max. 2 x 150 cmm. **Price for 4-colour €4.40/cmm**

## Online material for job advertisements

**The job advertisements in the printed magazine are published at no extra charge, on the Rakennuslehti.fi website.**

Depending on the position, employer and location, the online ads are read 500 to 1,000 times.

No separate material is needed for the job advertisements published online as they are created using the printed advertisements. The advertisements are published online on the magazine publication date. If you want your advertisement to be published immediately, please inform us when making the booking.

### MORE ONLINE VISIBILITY FOR YOUR AD WITH THE PLUS PACKAGE

- A picture or video can be added to a job advertisement.
- The ads are pinned to the top of the job advertisement search results, which increases their visibility and the number of views remarkably.
- The Plus Package ads are also shared to appropriate target groups through social media and the Rakennuslehti newsletter.
- **The price of the Plus Package is €1,200 + VAT per ad.** One ad can contain several vacancies.
- The material we need for the Plus Package is a text (Word), a logo (300 x 300 px) and, if you wish, a picture (1920 x 1080 px) and a link to a video.
- The material is to be uploaded using a link that will be sent to you by email after making the booking. If you have problems with using the upload link, please contact us by email: [mediapalvelu@sanoma.com](mailto:mediapalvelu@sanoma.com).

# INSTRUCTIONS REGARDING MATERIALS

## Printed material

### TECHNICAL REQUIREMENTS

Complete material refers to a PDF file that contains all elements needed for the advertisement: text, images, graphic elements and fonts. Complete materials will not be edited, they will be published as such.

The optimal image resolution is 300 dpi, minimum 225 dpi, when the image is 1:1 in the layout software. No bleeds are required for the ads. Normal layout costs will be charged for material produced using word processing programs.

### DELIVERY OF COMPLETE MATERIALS

After making a booking, you will receive an upload link through which you can send complete ads in PDF format to our material service **until noon on the Monday of the publication week**.

The link will be sent by email to the person specified in the ad booking.

### DELIVERY OF MATERIALS TO BE PREPARED

After making a booking, you will receive an upload link through which you can send your script and the necessary material to our material service.

The link will be sent by email to the person specified in the ad booking.

A suitable script is a text file (Word) with the text content for the ad. In addition, printable images and logos of good quality also need to be sent. The minimum image resolution is 225 dpi and logos should preferably be sent in vector format. **The material must be sent to us by noon on Friday preceding the publication week.**

### FURTHER INFORMATION

For more information regarding the delivery of materials and the material requirements, please contact [mediapalvelu@sanoma.com](mailto:mediapalvelu@sanoma.com).

## ONLINE MATERIAL

### Newsletter

The Rakennuslehti newsletter has a select audience of 19,000 professionals. They receive the trade information they need in their email 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.

Dispatched every Monday, Wednesday and Friday.  
Dispatch quantities: 19,000 per dispatch, 57,000 per week.

Ad format	Pixel size	Kilobyte limit for image material	€/dispatch
Giant box	600 x 600	65 kB	€600
Box (1-5)	300 x 300*	65 kB	€500

**\*NOTE: Box material must be provided in size 600 x 600 px (max. 65 kB)**

### ACCEPTABLE FILE FORMATS

JPG, PNG, GIF (animated GIF is not accepted).

### MATERIAL DELIVERY

Newsletter banner material must be sent through the upload link two weekdays before the beginning of the campaign. In addition to the material, you need to give the URL to which the advertisement is linked to. If you have problems with using the upload link, please contact us by email: [online.aineisto@sanoma.fi](mailto:online.aineisto@sanoma.fi).



## Website banners

The Rakennuslehti website reaches over 45,000 visitors each week. In addition to the banners published on different parts of the website, advertisers can also utilise advertorials, blogs and videos. **Ask us about other forms of advertising.**

Ad format	Pixel size	Kilobyte limit for image material	cpm €/1,000 views
Giant panorama	980 x 400	80 kB	€50
Panorama	980 x 120	65 kB	€25
Giant box	468 x 400	65 kB	€25
Box	300 x 300	65 kB	€25

All prices are subject to VAT (24%).

### ACCEPTABLE FILE FORMATS

GIF, JPG, PNG, HTML5

### MATERIAL DELIVERY

Materials must be uploaded through the link that will be sent to you by email seven weekdays before the beginning of the campaign. If you have problems with using the upload link, please contact us by email: [online.aineisto@sanoma.fi](mailto:online.aineisto@sanoma.fi).

### Note:

A mobile version in size 600 x 600 px (max. 65 kB) must be provided for all banners.

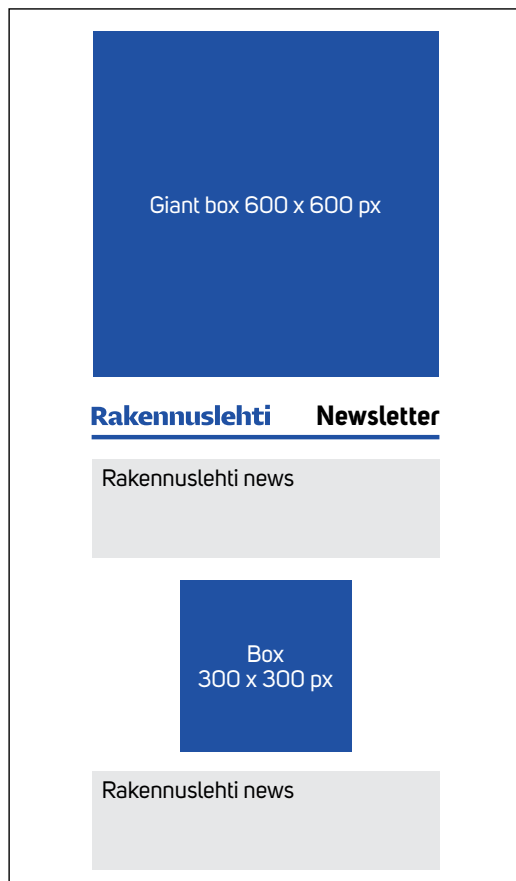
### REMEMBER THIS WHEN CREATING IMAGE MATERIAL:

600 x 600 px materials are scaled according to the width of the phone screen, so make sure that your material also looks good in size 300 x 300 px.

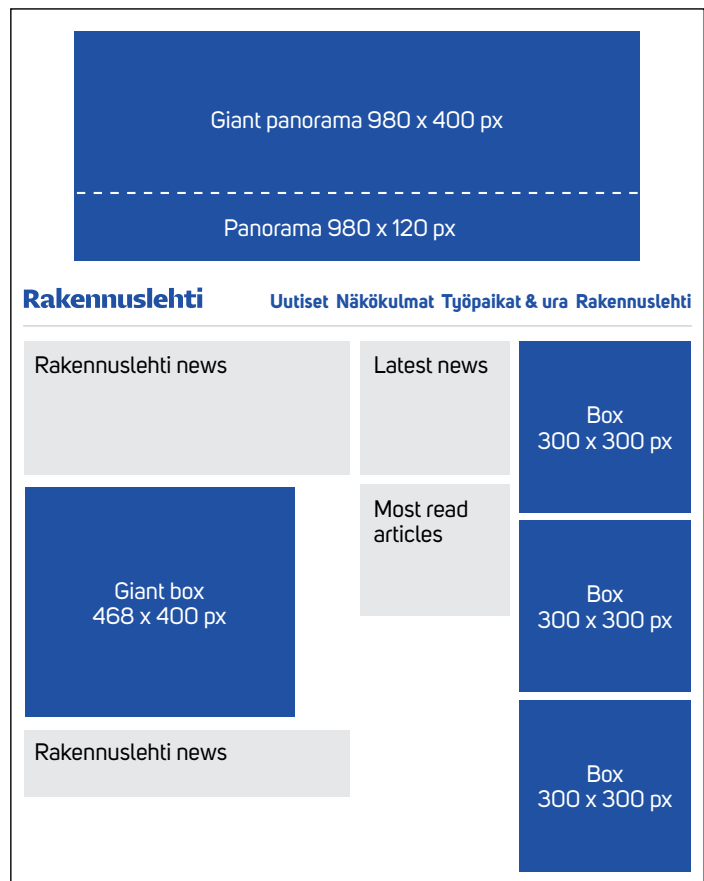
## Banner locations

Below you can find illustrations of the website and newsletter banner locations.

### NEWSLETTER



### WEBSITE



# Rakennuslehti

Kaikki mitä tietää pitää

## PUBLISHER

**Sanoma Tekniikkajulkaisut Oy**  
PO 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)  
Finnish Association of Civil Engineers (RIL)  
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 no later than 14 days before their publication. Front page cancellations must take place no later than one month before the date of publication. For later cancellations, 30% of the ad price will be charged.

### Customer complaints

We observe the current regulations regarding the publication of ads. A notice regarding 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 change the prices and other information in the media card is reserved.