

Media information 2020

# Looking for visibility at the heart of the construction industry?

**Rakennuslehti**  
Kaikki mitä tietää pitää

sanoma



# UNIQUE READER RELATIONSHIP IN THE DIGITAL ERA

Rakennuslehti's editorial staff constantly monitor our readers' views about the magazine and their wishes regarding its contents. For example, we have a reader panel with more than 500 members to answer our monthly surveys about the magazine contents, media use and construction-related matters. We also use analytics tools to monitor reader behaviour and preferences regarding the magazine's online edition.

Based on the surveys and feedback received, our readership is very loyal and composed of industry professionals. They read the magazine carefully as it helps to keep them updated on what is going on in the construction industry and where the sector is going. Our readers consider that Rakennuslehti strengthens their expertise, which is why they take time to read it thoroughly.

Rakennuslehti is also a strong media for reaching decision-makers. Our readers are responsible for the most important decisions and purchases in the industry.

In the current media environment, we take pride in our strong reader relationship and aim to foster it by any means possible. Both in print and online, it is essential to understand our readers' needs and wishes. This is what we aim to do every single day.

**TAPIO KIVISTÖ**  
Editor-in-Chief



## Reach decision-makers through the right channel

Rakennuslehti, published on Fridays, has maintained its position in the changing media landscape. The weekly magazine reaches around 50,000 readers and has a stable following in all age brackets. The printed edition is still the best way to gain a detailed overview of the entire industry and its innovations once a week. Advertisements' attention value is high, and our readers consider them as an essential element of the professional content provided by the magazine. The online facsimile edition, which is also published on Fridays, provides further visibility for advertisements.

Our readers follow the daily industry news through our digital channels, i.e. the Rakennuslehti website, application and newsletter. Our website Rakennuslehti.fi attracts around 40,000 visits per week. The application is especially popular among readers who need to stay updated on the industry developments. The newsletter is published three times a week and covers the most important industry news. It has around 17,000 subscribers. Ask more about these options!

## 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 Finnish Construction 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, more than 80% of its 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. In other words, 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 in terms of both editorial content and product information.

In the current media landscape, 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



### PRINT

The best way to gain a detailed overview of the entire industry and its innovations at a glance or at your leisure — you decide.

Every day



### ONLINE

Daily news arranged thematically and by sector. The latest 100 news, a magazine archive and several other ways to keep up to date. Or participate in expert discussions whenever you have time.

**Total reach: 65,000 unique readers per week**

# Publication dates and material deadlines for 2020

Issue	Published	Booking	Material	Theme
1	10 Jan	30 Dec	3 Jan	Construction professionals, recruitment and education
2	17 Jan	8 Jan	13 Jan	Circular economy in the construction industry
3	24 Jan	15 Jan	20 Jan	Construction management and energy efficiency
4	31 Jan	22 Jan	27 Jan	Renovations, housing repair and infill construction
5	7 Feb	29 Jan	3 Feb	Digitalisation and data modelling in the construction industry
6	14 Feb	5 Feb	10 Feb	High-rise buildings
7	21 Feb	12 Feb	17 Feb	Building services engineering and new innovations
8	28 Feb	19 Feb	24 Feb	Planning, consulting and certifications
9	6 Mar	26 Feb	2 Mar	Good indoor air
10	13 Mar	4 Mar	9 Mar	Infrastructure construction
11	20 Mar	11 Mar	16 Mar	Renovations + HS residential building extra (special issue)
12	27 Mar	18 Mar	23 Mar	New products and methods
13	3 Apr	25 Mar	30 Mar	Building technology and production, <b>AD SURVEY ISSUE*</b>
14	17 Apr	7 Apr	9 Apr	Renovations, residential building maintenance and repair projects
15	24 Apr	15 Apr	20 Apr	Design and architecture
16	30 Apr	22 Apr	24 Apr	Occupational safety, personal protection and occupational well-being
17	8 May	29 Apr	4 May	Infrastructure construction and municipal engineering
18	15 May	6 May	11 May	The most successful Finnish companies
19	29 May	20 May	25 May	Renovations, energy-efficiency

Issue	Published	Booking	Material	Theme
20	5 June	27 May	1 June	Urbanisation and infill construction
21	12 June	3 Jun	8 Jun	Project management and supervision
22	26 June	17 June	22 June	House construction
23	14 Aug	5 Aug	10 Aug	Construction professionals, recruitment and education
24	21 Aug	12 Aug	17 Aug	Facades, roofs and insulation materials
25	28 Aug	19 Aug	24 Aug	Earthworks and major infrastructure projects
26	4 Sep	26 Aug	31 Aug	Renovations, maintenance and management
27	11 Sep	2 Sept	7 Sep	Care facility and hospital construction
28	18 Sep	9 Sept	14 Sept	Design and architecture
29	25 Sep	16 Sept	21 Sept	Renovations, apartment buildings, building maintenance and smart buildings
30	2 Oct	23 Sep	28 Sep	Finnbuild: new products and methods
30B	6 Oct	18 Sep	22 Sep	Fair catalogue
31	9 Oct	30 Sep	5 Oct	Finnbuild and the best of the year
32	16 Oct	7 Oct	12 Oct	Renovations, public buildings and indoor air
33	23 Oct	14 Oct	19 Oct	Major construction projects
34	30 Oct	21 Oct	26 Oct	Renovations + HS residential building extra (special issue)
35	6 Nov	28 Oct	2 Nov	Timber construction
36	13 Nov	4 Nov	9 Nov	Concrete construction / infrastructure <b>AD SURVEY ISSUE*</b>
37	20 Nov	11 Nov	16 Nov	Renovations, facades, balconies and windows
38	27 Nov	18 Nov	23 Nov	Future construction and innovations
39	4 Dec	25 Nov	30 Nov	Steel and glass construction
40	11 Dec	2 Dec	7 Dec	Annual review and the best of the year

## Extras for residential building decision-makers

Rakennuslehti and Helsingin Sanomat will publish two residential building extras covering topical themes in the area of residential buildings, real estate and building management. We now offer an ad package that covers publishing one ad in both nationwide extra issues. **The publication dates are 20 March and 30 October 2020.**

## Building Finland — content marketing

We offer native articles written by our professional journalists as a turnkey service. The articles will be published in Rakennuslehti and Helsingin Sanomat and on the Rakennuslehti website. The package covers the entire production process, as well as the right to use the materials in your own business communications. **The Building Finland theme issues will be published on 17 April and 25 September 2020.**

## Events

Rakennuslehti participates in all the important events in the industry and also organises events itself. Contact our sales staff for more information about the marketing opportunities at these events or about organising your own event together with Rakennuslehti.

## 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:** heatset offset rotation

**Colour profile:** PSO MFC Paper eci.icc

### The colour profile is available at:

[punamusta.com/en/our-guidelines/instructions-for-heatset-production/](http://punamusta.com/en/our-guidelines/instructions-for-heatset-production/)

### Place of printing:

PunaMusta Oy

## Subscription prices 2020

**Permanent subscription (12 months / 40 issues)** €159.60

**Permanent subscription (6 months / 20 issues)** €89.60

### Fixed term

**(12 months / 40 issues)** €189.60

### Fixed term

**(6 months / 20 issues)** €109.60

**Addressed subscriber distribution:** 30,000

**Readers:** 65,000 (magazine + Web)

**Typical decision-maker reader of Rakennuslehti:**

University degree  
Technical education  
Responsible for budget and financial results

**Ad survey issues will be published on 3 Apr and 13 Nov.**

**Find out your ad's attention value.**

The survey covers all ads at least 1/2 page in size.

# PRINTED MATERIAL

## Product ads

Standard sizes	Size mm (w x h)	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. The ad height can be freely selected. **Price for 4-colour €5.80/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%.

## DISCOUNTS

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

## Stapled-in inserts

Number of pages	€
4-page insert *	15,000
8-page insert	25,000
12-page insert	32,000
16-page insert	40,000

Material size	
Page size	280 x 400 mm
Spread size	560 x 400 mm

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		

All prices are subject to VAT (24%).

## 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



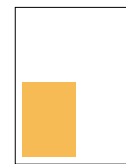
A4  
210 x 295 mm



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

### Note:

Stapled-in inserts must have 3 mm bleeds.

## Ask for more information

Supplement prices and further details from your contact person.

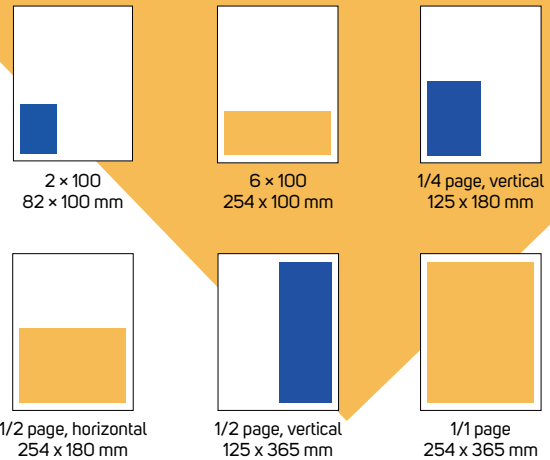
## Job advertisements

Example sizes	Size mm	Price €
1/1 page	254 x 365 mm	€13,140
First spread*	524 x 365 mm	€17,545
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

\*Fixed positions available according to the booking situation.

The above-mentioned sizes are examples. **Price €6.00/cmm.**  
**Add width must be 82, 125, 168 or 254 mm and height 50-365 mm.**

## EXAMPLE SIZES



## BOOKING SCHEDULE

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

## Rakennuslehti.fi job ads

- The ad will be available until the end of the application period.
- The ad is published within two days of receiving the material.
- One ad can contain several vacancies.

Price €950

## Rakennuslehti.fi job ads PACKAGE

- The ads will be available until the end of the application period.
- The ads are published within two days of receiving the material.
- One ad can contain several vacancies.

A package of ten ads: €6,000 / 10 ads in 12 months

## Rakennuslehti.fi job ads PLUS PACKAGE

- The ads will be available until the end of the application period.
- One ad can contain several vacancies.
- The ads are pinned to the top of the job advertisement search results and also published in our newsletter.

Price €1,500

## Classified ads

Wanted, For sale, For rent, Contract offers, etc.  
 Max. 2 x 150 cmm. **Price for 4-colour €4.40/cmm**

Appointment news can be sent by email to:  
 rakennuslehti.nimitykset@sanoma.com.

All prices are subject to VAT (24%).



## Commercial online content

- Native ad published in the vacancies section on Rakennuslehti.fi
- The position of the native ad is illustrated above

Price €1,500 per week

See the next page for material  
 delivery instructions >

# INSTRUCTIONS REGARDING MATERIALS

## After booking a job ad, follow the steps below:

### PRINT + ONLINE

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

- After making a booking, you will receive **two upload links** to our material service: one for the material for the printed magazine and one for an ad text to be published on our website. Deliver your company logo with the ad text. **Please do not send any material by email.**
- The material for the printed magazine must be delivered **by 2:00 pm on the Monday of the publishing week.**
- If we do not receive a separate ad text for the website, we will draft one on the basis of the material for the printed magazine.
- The ad text is published on the same day as the printed magazine, and it will be available until the end of the application period.

### 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 [aineistopalvelut@sanoma.com](mailto:aineistopalvelut@sanoma.com).

### ONLINE ONLY

- After making a booking, you will receive an upload link to our material service for uploading the ad text to be published online. Deliver your company logo with the ad text. **Please do not send any material by email.**
- The ad text must be submitted as a text file.
- The ad text is published within two days of receiving the material, and it will be available until the end of the application period.

## Product ads, printed magazine

### 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.

### FURTHER INFORMATION

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

# ONLINE MATERIAL

## Newsletter

The Rakennuslehti newsletter has a select audience of 17,000 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: 17,000 per dispatch, 51,000 per week.

Ad format	Pixel size	Kilobyte limit for image material	€/dispatch
Giant box	600 x 600	350 kB	€700
Box (1-5)	300 x 300*	350 kB	€500

**\*NOTE: Box material must be provided in size 600 x 600 px**

### 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.**



## Website banners

The Rakennuslehti website reaches around 40,000 unique visitors each week.

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

### 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.**

### Note:

A mobile version in size 600 x 600 px 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.

## Other forms of online advertising

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 online advertising.**

### Ask us more

about the prices and other forms of online advertising.

All prices are subject to VAT (24%).



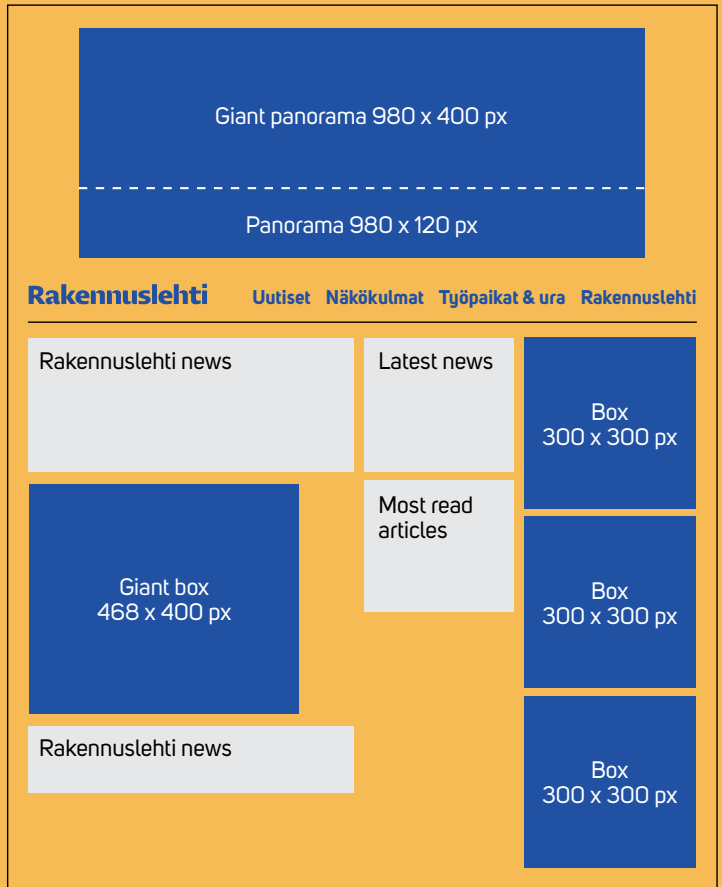
# Banner locations

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.