



Media information 2021

# Are you looking for visibility in the construction industry?

**Rakennuslehti**

Kaikki mitä tietää pitää

sanoma

# WHAT WE NEED NOW IS THE POWER OF COMMUNITY

The past year has been exceptional. The unusual circumstances have put the construction industry to the test. During the coronavirus pandemic, work has been reorganised in new ways on construction sites, and many employees are working from home.

The importance of communication is highlighted. Without continuous interaction and up-to-date information, groups fall apart and communities become individuals.

Rakennuslehti works to foster community in the construction industry. With normal contacts decreasing, we seek to provide information about what is going on in the industry, what is being planned and built, how the business cycle is developing and how various parties are succeeding in their operations.

We carry out this work every day on our website and weekly in our print magazine. According to a recent survey, readers consider both channels very beneficial for their work. Most of them read the print magazine at home, meaning that the message reaches the readers even at the home office.

Construction activity has continued at a high level, and minor and major procurement decisions are being made every day. These decisions are usually made by readers of Rakennuslehti, the most important media source for decisionmakers in the construction industry.



**TAPIO KIVISTÖ**  
Editor-in-Chief

## Advertising matters

The role of Rakennuslehti as a provider of information is not limited to current issues. Readers feel that advertising is an essential part of the content of Rakennuslehti, and readers in the construction industry follow advertising exceptionally closely. Our reader survey shows that the need for information about new products and services has continued to increase despite the growing number of communication channels. Readers want all the information they need at once, from a reliable source.

They see native advertising as a good addition to the product information provided in the magazine. From clearly distinguishable advertisements in article format, professionals get the information they need to make purchasing decisions. Native content can also be enriched in the electronic channels of Rakennuslehti. When introductions and in-depth information meet the need for knowledge, even a single campaign can lead to far-reaching results. Contact us for more information about native advertising and other media solutions.

## The magazine for trained professionals

Rakennuslehti is published by Sanoma Tekniikkajulkaisut Oy, a company backed by the following associations of trade professionals in the field: 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. Published on Fridays since 1966, Rakennuslehti has maintained its position in all age groups.

According to our reader survey, the search for information has increased online, but young people in particular appreciate a professionally – and critically – edited magazine. While the daily news is read on the Rakennuslehti website, the print magazine plays an even more significant role in providing the big picture. Rakennuslehti maintains structures and mechanisms that are crucial for the industry. Continuity and reliability create trust.

**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 items, a magazine archive and many other ways to keep up to date. Or participate in expert discussions whenever you have time.

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

Cover image: Liisa Takala

## Publication dates and material deadlines for 2021

Issue	Published	Booking	Material	Theme
1	15 Jan	5 Jan	11 Jan	Construction professionals, recruitment and education
2	22 Jan	13 Jan	18 Jan	Digitalisation and data modelling in the construction industry
3	29 Jan	20 Jan	25 Jan	Renovations, housing repair and infill construction
4	5 Feb	27 Jan	1 Feb	New products and methods
5	12 Feb	3 Feb	8 Feb	Planning, consulting and certifications
6	19 Feb	10 Feb	15 Feb	Renovations, maintenance and management
7	26 Feb	17 Feb	22 Feb	High-rise buildings
8	5 Mar	24 Feb	1 Mar	Good indoor air
9	12 Mar	3 Mar	8 Mar	Infrastructure construction
10	19 Mar	10 Mar	15 Mar	Building technology and production
11	26 Mar	17 Mar	22 Mar	Renovations + HS residential building extra (special issue)
12	9 Apr	30 Mar	1 Apr	Finnbuild: new products and methods; trade fair catalogue
13	16 Apr	7 Apr	12 Apr	Finnbuild and the best of the year
14	23 Apr	14 Apr	19 Apr	Climate change, <b>SURVEY ISSUE*</b>
15	30 Apr	21 Apr	26 Apr	Renovations, residential building maintenance and repair projects
16	7 May	28 April	3 May	Timber construction, occupational safety week
17	21 May	12 May	17 May	Infrastructure construction and municipal engineering
18	28 May	19 May	24 May	Largest
19	4 June	26 May	31 May	Building services engineering, new innovations

Issue	Published	Booking	Material	Theme
20	11 Jun	2 Jun	7 Jun	Urbanisation and infill construction
21	18 Jun	9 Jun	14 Jun	Project management and supervision
22	24 June	15 Jun	18 Jun	House construction
23	13 Aug	4 August	9 Aug	Construction professionals, recruitment and education
24	20 Aug	11 August	16 Aug	Facades, roofs and insulation materials
25	27 Aug	18 Aug	23 Aug	Future construction and innovations
26	3 Sep	25 Aug	30 Aug	Earthworks and major infrastructure projects
27	10 Sep	1 Sep	6 Sep	Renovations, apartment buildings, building maintenance and smart buildings
28	17 Sep	8 Sep	13 Sep	Design and architecture
29	24 Sep	15 Sep	20 Sep	Care facility and hospital construction
30	1 Oct	22 Sep	27 Sep	New products and methods
31	8 Oct	29 Sep	4 Oct	Renovations, public buildings and indoor air
32	15 Oct	6 Oct	11 Oct	Major construction projects
33	22 Oct	13 Oct	18 Oct	Renovations + HS residential building extra (special issue)
34	29 Oct	20 Oct	25 Oct	Smart buildings
35	5 Nov	27 Oct	1 Nov	Renovations, facades, balconies and windows
36	12 Nov	3 Nov	8 Nov	Construction management and energy efficiency
37	19 Nov	10 Nov	15 Nov	Concrete construction/infrastructure, <b>SURVEY ISSUE*</b>
38	26 Nov	17 Nov	22 Nov	Building technology and energy efficiency
39	3 Dec	24 Nov	29 Nov	Steel and glass construction
40	10 Dec	30 Nov	3 Dec	Annual review and the best of the year

## The survey issues of Rakennuslehti will come out on 23 April 2021 and 19 November 2021.

Find out your ad's attention value. The survey covers all ads at least half a page in size.

### Reach more than 700,000 people

#### Extras for residential building decisionmakers

Rakennuslehti and Helsingin Sanomat will publish two residential building extras covering topical themes related to 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 26 March 2021 and 22 October 2021.**

### Print and digital visibility

#### Construction Finland advertisement feature

Construction Finland native advertisement feature is targeted at construction professionals making major procurement decisions in their work. The print publication is delivered with a weekday issue of both Rakennuslehti and Helsingin Sanomat. With the latter, the articles also reach general decisionmakers and interested laymen across the country. Our turnkey native solution offers the best specialized journalists, photographers and producers at your disposal. A digital twin of the article is always included for added social media presence.

**Publication dates for Construction Finland will be on 16 April and 1 October 2021.**

#### 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

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

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

#### Job advertisements

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

**Ad bookings**  
010 80 80 85  
mediapalvelu@sanoma.com

#### Technical specifications

**Magazine size:**  
tabloid 280 x 400 mm

**Printing method:**  
heatset offset rotation

**Place of printing:** PunaMusta Oy  
**Colour profile:** PSO MFC Paper eci.icc

**The colour profile is available at:**  
<https://www.punamusta.com/en/our-guidelines/instructions-for-heatset-production/>

#### Subscription prices 2021

**Permanent subscription (12 months/40 issues)** €199.00  
**Permanent subscription (6 months/20 issues)** €115.00

**Fixed term (12 months/40 issues)** €239.00  
**Fixed term (6 months/20 issues)** €135.00

**Addressed distribution:** 30,000  
**Readers:** 65,000 (magazine + web)

**Typical decisionmaker reader:**  
University degree  
Technical education  
Responsible for budget and financial results

# PRINT

## 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.**

Fixed-position modules	Size mm (w x h)	Price €
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.

## 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

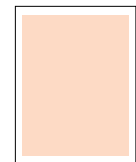
## STANDARD SIZES



Front page  
254 x 290 mm



Back page  
254 x 310 mm



1/1 page  
254 x 365 mm



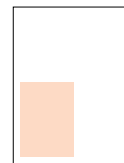
A4  
210 x 295 mm



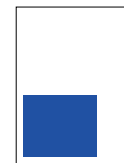
1/2 page vertical  
125 x 365 mm



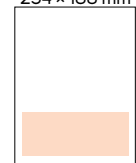
1/2 page horizontal  
254 x 180 mm



1/4 page vertical  
125 x 180 mm



1/4 page, square  
168 x 135 mm



6 x 100  
254 x 100 mm

## Classified ads

Wanted, For sale, For rent, Contract offers, etc. Max. 2 x 150 cmm.

**Price for 4-colour €4.40/cmm**

## 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		

### Note:

Stapled-in inserts must have 3 mm bleeds.

### Contact us for more information

Supplement prices and further details from your contact person.

All prices are subject to VAT 24%.

# ONLINE

## 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. If you have problems with using the upload link, please contact us by email: [digitrafiikki@sanoma.com](mailto:digitrafiikki@sanoma.com).



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

### 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.**

All prices are subject to VAT 24%.

**Contact us for more information**

about the prices and other forms of online advertising.

# JOB ADVERTISEMENTS

## Print

Example sizes	Size mm (w x h)	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
6 x 100 mm	254 x 100 mm	€3,600
1/4 page, vertical	125 x 180 mm	€3,240
1/4 page, square	168 x 135 mm	€3,240
2 x 180 mm	82 x 180 mm	€1,200
2 x 100 mm	82 x 100 mm	€1,200

\*Fixed positions available according to the booking situation.

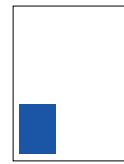
The above-mentioned sizes are examples. Price €6.00/cmm.

Ad width must be 82, 125, 168 or 254 mm and height 50–365 mm.

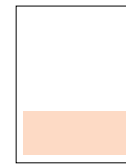
## BOOKING SCHEDULE

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

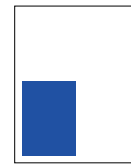
## EXAMPLE SIZES



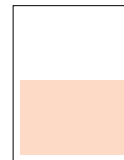
2 x 100  
82 x 100 mm



6 x 100  
254 x 100 mm



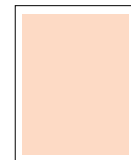
1/4 page vertical  
125 x 180 mm



1/2 page  
horizontal  
254 x 180 mm



1/2 page vertical  
125 x 365 mm



1/1 page  
254 x 365 mm

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

## Online

### Rakennuslehti.fi job ads

- The advertisement will be available until the end of the application period, but for no more than four weeks.
- The ads are published within two days of receiving the material.
- One ad can contain several vacancies.

Price €950

### Rakennuslehti.fi job ads PLUS PACKAGE

- The advertisement will be available until the end of the application period, but for no more than four weeks.
- 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.

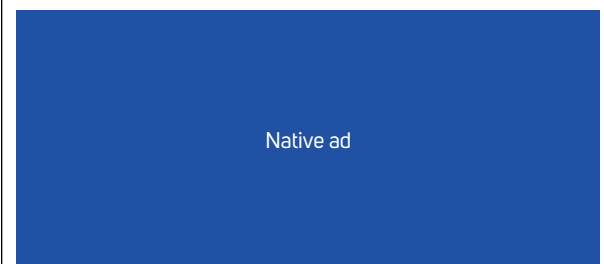
Price €1,500

### Rakennuslehti.fi job ads PACKAGE

- The advertisement will be available until the end of the application period, but for no more than four weeks.
- The ads are published within two days of receiving the material.
- One ad can contain several vacancies.

A package of ten ads: €7,600/10 ads in 12 months

Rakennuslehti Uutiset Näkökulmat Työpaikat & ura Rakennuslehti



Vacancy

Vacancy

Vacancy

Vacancy

### 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

All prices are subject to VAT 24%.

# INSTRUCTIONS REGARDING MATERIALS

## Print advertisements

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

## Job advertisements

### PRINT AND ONLINE ADVERTISEMENT

- See above for instructions for print ads.

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

- The online ad will be created based on the text content for the print magazine.
- The ad text is published on the same day as the print 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.**

### ONLINE AD 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.

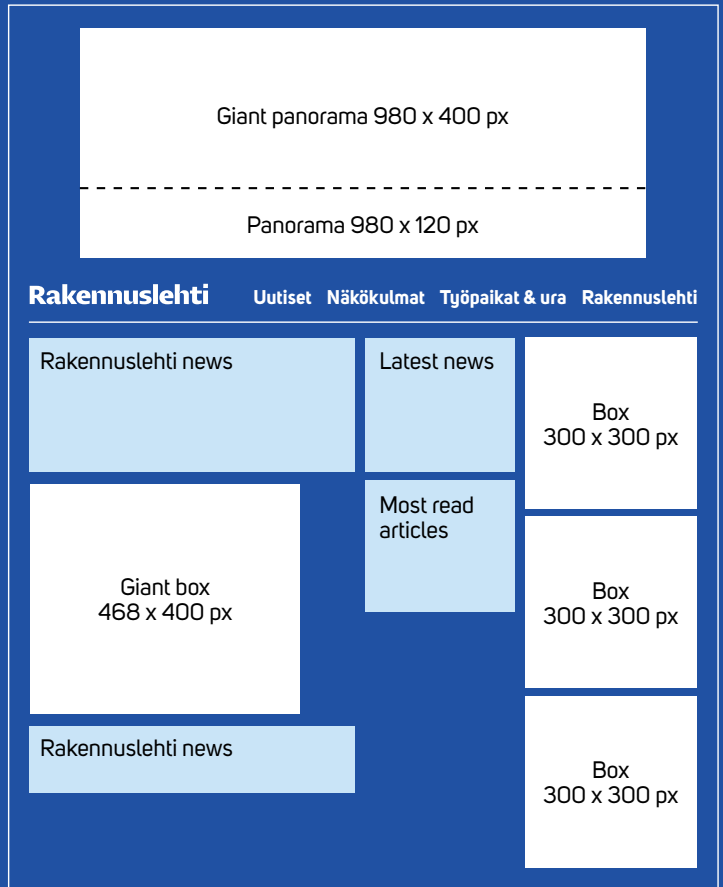
## Banner locations

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.