

Media information 2022

Are you looking for visibility in the construction industry?



Rakennuslehti

MAINTAINING CONTACT IN THE NEW NORMAL

2022 is expected to be a year of relief. The coronavirus pandemic has loosened its grip, and life is resuming a more normal course.

Due to the pandemic, new ways of working have been introduced in nearly all sectors, including the construction industry. Many of the new practices in offices and on construction sites are here to stay.

With less contact, the importance of information and communication has been highlighted during the pandemic. Here at Rakennuslehti, we have provided a new channel for communication in construction, and will continue to do so. On our website, we publish news about developments in the construction industry every day. Once a week, our print magazine reaches most readers at their home addresses. In other words, we reach readers at work, remotely or on site, during normal and exceptional times.

2022 looks very promising for construction. The pandemic had only a minor impact on the construction industry, and forecasts are showing good growth rates for construction. The long exceptional period has also created pent-up demand for market information and meetings between people. Now is the time to share what is on offer and what new things have been developed. As the leading media for decision-makers and recruitment in the construction sector, Rakennuslehti is also the perfect channel for this.



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: Pasi Tiitola

Publication dates and material deadlines for 2022

Issue	Out on	Booking	Material	Theme	Issue	Out on	Booking	Material	Theme
1	14 Jan	5 Jan	10 Jan	Construction professionals, recruitment and education	23	12 Aug	3 Aug	8 Aug	Construction professionals, recruitment and education
2	21 Jan	12 Jan	17 Jan	New products and methods	24	19 Aug	10 Aug	15 Aug	The circular economy
3	28 Jan	19 Jan	24 Jan	Renovations, apartment buildings, building maintenance and smart buildings	25	26 Aug	17 Aug	22 Aug	Renovation, residential repair and infill construction
4	4 Feb	26 Jan	31 Jan	Digitalisation and data modelling in the construction industry	26	2 Sep	24 Aug	29 Aug	Infrastructure construction
5	11 Feb	2 Feb	7 Feb	High-rise buildings	27	9 Sep	31 Aug	5 Sep	Care facility and hospital construction
6	18 Feb	9 Feb	14 Feb	Building technology and production	28	16 Sep	7 Sep	12 Sep	Construction management and energy efficiency
7	25 Feb	16 Feb	21 Feb	Renovation, maintenance and management	29	23 Sep	14 Sep	19 Sep	Renovation, public buildings and indoor air + Building Finland
8	4 Mar	23 Feb	28 Feb	Planning, consulting and certification	30	30 Sep	21 Sep	26 Sep	New products and methods; FinnBuild trade fair catalogue
9	11 Mar	2 Mar	7 Mar	Good indoor air	31	7 Oct	28 Sep	3 Oct	FinnBuild and the best of the year
10	18 Mar	9 Mar	14 Mar	Infrastructure	32	14 Oct	5 Oct	10 Oct	Infrastructure construction and municipal engineering
11	25 Mar	16 Mar	21 Mar	Renovation + Residential Building Extra	33	21 Oct	12 Oct	17 Oct	Smart buildings
12	1 April	23 Mar	28 Mar	Facades, roofs and insulation materials	34	28 Oct	19 Oct	24 Oct	Renovation + Residential Building Extra
13	8 April	30 Mar	4 April	Future construction and innovations	35	4 Nov	26 Oct	31 Oct	Concrete construction/infrastructure, SURVEY ISSUE
14	22 April	12 April	14 April	Climate change, SURVEY ISSUE	36	11 Nov	2 Nov	7 Nov	Building technology and energy efficiency
15	29 April	20 April	25 April	Renovation, residential building maintenance and repair projects, Occupational Safety Week	37	18 Nov	9 Nov	14 Nov	Timber construction
16	6 May	27 April	2 May	Earthworks and major infrastructure projects	38	25 Nov	16 Nov	21 Nov	Renovation, facades, balconies and windows
17	13 May	4 May	9 May	Design and architecture + Building Finland	39	2 Dec	23 Nov	28 Nov	Steel and glass construction
18	20 May	11 May	16 May	Largest	40	9 Dec	29 Nov	2 Dec	Major construction projects
19	3 Jun	25 May	30 May	Building services engineering, new innovations	41	16 Dec	7 Dec	12 Dec	Annual review and the best of the year
20	10 Jun	1 Jun	6 Jun	Urbanisation and infill construction					
21	17 Jun	8 Jun	13 Jun	Project management and supervision					
22	23 Jun	14 Jun	17 Jun	House construction					

The survey issues of Rakennuslehti will come out on 22 April 2022 and 4 November 2022.

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

Reach more than 800,000 people

Extras for residential building decision-makers

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 advertisement package in which the same advertisement is published in Rakennuslehti, Helsingin Sanomat and Aamulehti nationwide.

The publication dates for the Residential Building Extras are 25 March 2022 and 28 October 2022.

Print and digital visibility

Construction Finland advertisement feature

Construction Finland native advertisement feature is targeted at construction experts who make major procurement decisions in their work. The print publication is delivered with a weekday issue of Rakennuslehti, Helsingin Sanomat and Aamulehti. The package reaches construction experts and decision-makers nationwide, as well as the readers of Helsingin Sanomat and Aamulehti across the country. The native articles will be created by an expert content producer with specialized journalists and photographers.

The Building Finland publications will come out on 13 May 2022 and 23 September 2022.

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 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
yrityspalvelu@sanoma.fi

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 2022

Permanent subscription (12 months)
EUR 249.00 (including VAT 10%)

Fixed-term subscription (12 months):
EUR 289.00 (including VAT 10%)

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

The above-mentioned sizes are examples. The ad height can be freely selected. **Price for 4-colour EUR 5.80/cmm.**

Exclusivity modules	Size mm (w × h)	Price
2nd page module	254 × 120 mm	EUR 3,950
3rd page module	125 × 50 mm	EUR 830
Back page module	254 × 120 mm	EUR 3,950
Back page corner	53 × 38 mm	EUR 570

Fixed position +10%.

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

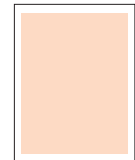
STANDARD SIZES



Front page
254 × 290 mm



Back page
254 × 310 mm



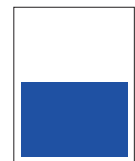
1/1 page
254 × 365 mm



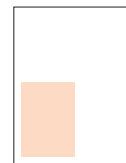
A4
210 × 295 mm



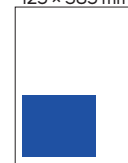
1/2 page,
vertical
125 × 365 mm



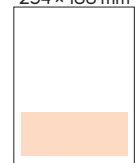
1/2 page,
horizontal
254 × 180 mm



1/4 page, vertical
125 × 180 mm



1/4 page, square
168 × 135 mm



6 × 100
254 × 100 mm

DISCOUNTS

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

Classified ads

Wanted, For Sale, For Rent, Contract Offers, etc.

Max. 2 × 150 cmm. **Price for 4-colour EUR 4.40/cmm**

Stapled-in inserts

Number of pages	EUR
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 × 400 mm
Spread size	560 × 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 loose, affixed with a drop of glue or stapled.

Stapled supplement	Loose supplement	Glue drop
Min. 148 × 210 mm	105 × 148 mm	55 × 80 mm / 80 × 55 mm
Max. 280 × 400 mm	210 × 250 mm	210 × 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 are available from your contact person.

ONLINE

Newsletter

The Rakennuslehti newsletter has a select audience of 15,000 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: 15,000 per dispatch, 45,000 per week.

Ad format	Pixel size	Kilobyte limit for image material	€/dispatch
Giant box	600 × 600	250 kB	EUR 800
Box (1–5)	300 × 300*	250 kB	EUR 500

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

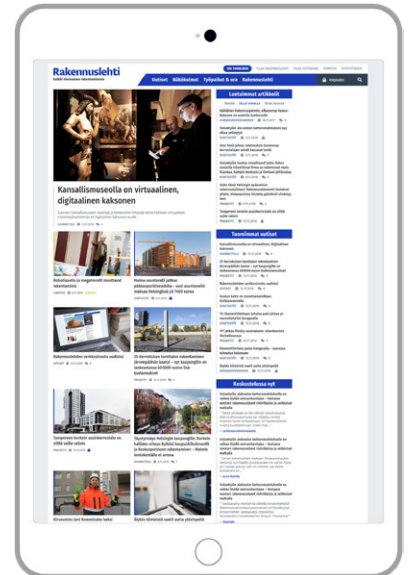
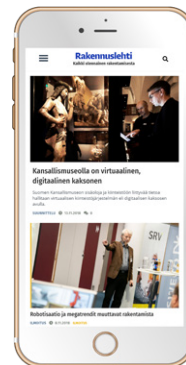
ACCEPTABLE FILE FORMATS

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 a problem using the upload link, please contact us by email: 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 × 400	250 kB	EUR 50
Panorama	980 × 120	250 kB	EUR 50
Giant box	468 × 400	100 kB	EUR 30
Box	300 × 300	100 kB	EUR 25

ACCEPTABLE FILE FORMATS

JPG, PNG, GIF, HTML5

MATERIAL DELIVERY

Material must be sent through the upload link two weekdays before the beginning of the campaign. If you have a problem using the upload link, please contact us by email: digitrafiikki@sanoma.com.

Note:

A mobile version in size 600 × 600 px must be provided for all banners.

REMEMBER THIS WHEN CREATING IMAGE MATERIAL:

600 × 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 × 300 px.

Other forms of online advertising

In addition to the banners published on different parts of the website, advertisers can use advertorials, blogs and videos. **Ask us about other forms of online advertising.**

All prices are subject to VAT 24%

Contact us for more information

More information about prices and other forms of online advertising is available from your contact person.

JOB ADVERTISEMENTS

Print

Example sizes	Size mm (w × h)	Price
1/1 page	254 × 365 mm	EUR 13,140
First spread*	524 × 365 mm	EUR 17,545
1/2 page, vertical	125 × 365 mm	EUR 6,480
1/2 page, horizontal	254 × 180 mm	EUR 6,480
6 × 100 mm	254 × 100 mm	EUR 3,600
1/4 page, vertical	125 × 180 mm	EUR 3,240
1/4 page, square	168 × 135 mm	EUR 3,240
2 × 180 mm	82 × 180 mm	EUR 2,160
2 × 100 mm	82 × 100 mm	EUR 1,200

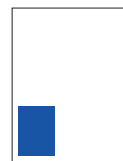
* Fixed positions available according to the booking situation.

The above-mentioned sizes are examples. Price EUR 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.

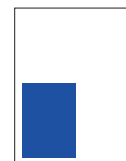
EXAMPLE SIZES



2 × 100
82 × 100 mm



6 × 100
254 × 100 mm



1/4 page vertical
125 × 180 mm



1/2 page
horizontal
254 × 180 mm



1/2 page vertical
125 × 365 mm



1/1 page
254 × 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 EUR 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.

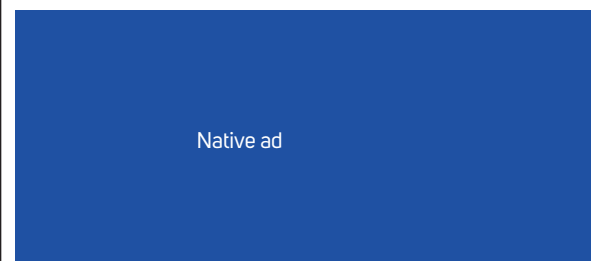
Price EUR 1,500

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: EUR 7,600/10 ads in 12 months

Rakennuslehti New Perspectives Jobs & Career Rakennuslehti



Commercial online content

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

Price EUR 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 printitrafiikki@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 high-quality images and logos are needed. 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.

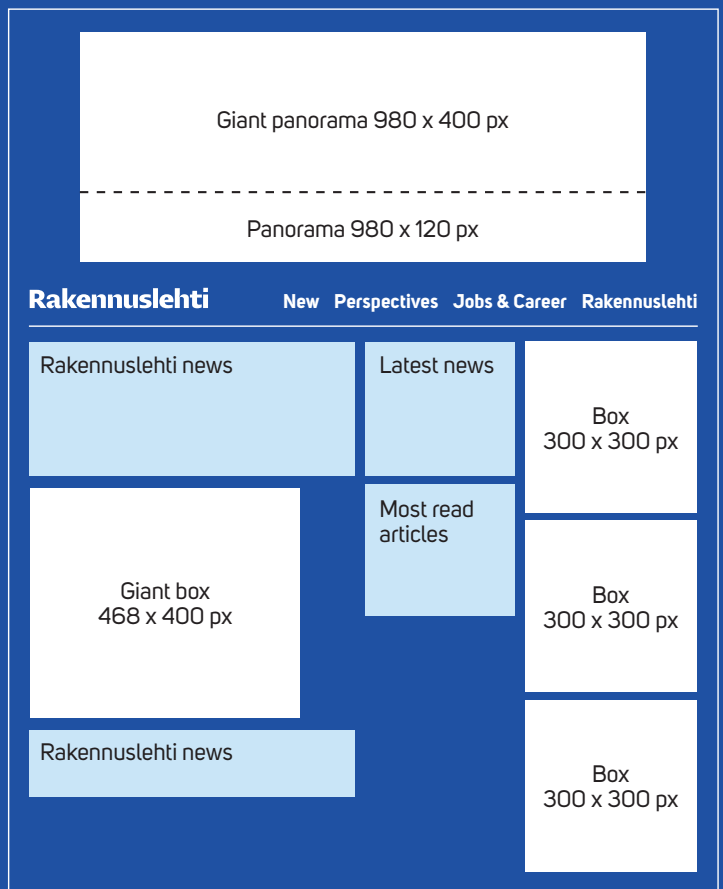
Banner locations

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.