

# Are you looking for visibility in the construction industry?

Media information 2024



**Rakennuslehti**



# BUILDING FOR RECOVERY!

In 2023, rising interest rates, soaring inflation and global instability hit the construction industry hard, especially new housing production. This is why we are also heading into 2024 with a sense of anticipation. Everyone is wondering when the economy will stabilise and when consumer, business, and investor confidence will return.

These uncertain times are directly reflected in the demand for information; for instance, the number of visits to the Rakennuslehti website has doubled within a year. Trained professionals in the construction industry are interested in who is building, where they are building, and how companies and employees are faring. In 2024, we will provide this important information daily on our website and in our printed magazine weekly.

Even in the face of uncertainty, it is certain that the bad times and caution will sooner or later recede and construction will grow again. An upswing will be driven by factors such as continuing urbanisation, the green transition and the requirements for better infrastructure.

In fact, we are building the new upturn and establishing market positions right now. As the most influential media source for decision-makers and recruiting in the construction sector, Rakennuslehti is the most effective way to promote your expertise and offerings, even in this transition period.



**TAPIO KIVISTÖ**  
Editor-in-Chief

## Advertising matters

For advertisers, Rakennuslehti offers an exceptionally specific audience in the construction industry. Our readers are interested in both current events and the bigger picture. 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. Native articles are also highly suitable for the information needs of our readers.

Rakennuslehti reaches professionals in the construction industry not only in print and online, but also through numerous events. Advertisers and partners benefit from trade fairs and student and partner events by means of webinars and hybrid and live events. Partner events are always tailored to the customer's needs. Rakennuslehti organises events focusing on the housing market (Asuntomarkkinat) and renovation market (Korjausmarkkinat).

## A media outlet 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), which serves as the umbrella organisation in the industry. Published on Fridays since 1966, Rakennuslehti has maintained its position in all reader groups.

In addition to the individual members of the owner organisations, the subscribers of Rakennuslehti include the construction industry members of Trade Union Pro and the corporate members of the most important industry organisations: the Association of Finnish Architects' Offices and the Confederation of Finnish Construction Industries' (RT) associations in building construction, infrastructure, the concrete industry, the manufacturing of prefabricated houses, the steel and structure industry, the natural stone industry, the painting and surface treatment industry, the floor and wall covering industry, the roofing industry, the HVAC industry, and the building services industry and trade.

**On Fridays**



### PRINT

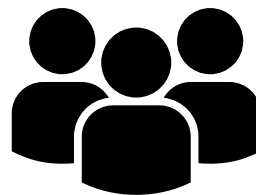
A superior way to gain an overview of the industry and its innovations once a week, with background information. At a glance or at your leisure – you decide.

**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. You can also participate in expert discussions when it suits you best.



**Total reach:  
75,000 unique readers  
per week**

# Rakennuslehti publication dates and material deadlines for 2024

Issue	Published	Booking	Material	Theme
1	26 Jan	17 Jan	22 Jan	Construction professionals, recruitment and education
2	2 Feb	24 Jan	29 Jan	Renovation, apartment housing and property management
3	9 Feb	31 Jan	5 Feb	New products and methods
4	16 Feb	7 Feb	12 Feb	Digitalisation and data modelling in the construction industry
5	23 Feb	14 Feb	19 Feb	Sustainability in construction
6	1 Mar	21 Feb	26 Feb	Infrastructure, municipal services
7	8 Mar	28 Feb	4 Mar	Renovation, housing health
8	15 Mar	6 Mar	11 Mar	Building technology and production, and construction quality
9	22 Mar	13 Mar	18 Mar	Facades, roofs and insulation materials
10	5 Apr	26 Mar	28 Mar	Housing company maintenance and renovation projects
	5 Apr	22 Mar	28 Mar	<b>HOUSING COMPANY EXTRA RL + HS</b>
11	12 Apr	3 April	8 April	High-rise buildings
12	19 Apr	9 April	12 April	Planning, consulting and certification / <b>AD SURVEY ISSUE</b>
13	26 Apr	17 April	22 April	Future construction and innovations
14	3 May	23 April	26 April	Building technology, new products and innovations
15	17 May	8 May	13 May	Architecture, multifunctionality and adaptability
16	24 May	15 May	20 May	THE BIGGEST
17	31 May	22 May	27 May	Infrastructure construction, road network maintenance
18	7 Jun	29 May	3 Jun	Renovations, modernisation projects
19	14 Jun	5 Jun	10 Jun	New products and methods

Issue	Published	Booking	Material	Theme
20	16 Aug	7 Aug	12 Aug	Construction professionals, recruitment and education
21	23 Aug	14 Aug	19 Aug	Earthworks and major infrastructure projects
22	30 Aug	21 Aug	26 Aug	Renovation, public buildings and indoor air
23	6 Sep	28 Aug	2 Sep	Urbanisation and infill construction
24	13 Sep	4 Sep	9 Sep	Smart buildings
25	20 Sep	11 Sep	16 Sep	Circular economy and the green transition
26	27 Sep	18 Sep	23 Sep	Renovations, residential repairs and maintenance
27	4 Oct	25 Sep	30 Sep	Finnbuild I
27B	4 Oct	13 Sep	30 Sep	Trade fair catalogue (an insert in the magazine)
28	11 Oct	2 Oct	7 Oct	Finnbuild II
29	18 Oct	9 Oct	14 Oct	Sustainability in construction / <b>AD SURVEY ISSUE</b>
30	25 Oct	16 Oct	21 Oct	Energy efficiency and costs
	25 Oct	11 Oct	21 Oct	<b>HOUSING COMPANY EXTRA RL + HS</b>
31	1 Nov	23 Oct	28 Oct	Wood construction
32	8 Nov	30 Oct	4 Nov	Building technology and energy solutions
33	15 Nov	6 Nov	11 Nov	Infrastructure construction
34	22 Nov	13 Nov	18 Nov	Renovations, façades, balconies and windows
35	29 Nov	20 Nov	25 Nov	Major construction projects
36	13 Dec	3 Dec	9 Dec	Annual review and the best of the year

## Exceptional booking schedule for job advertisements

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

## Events

### PARTNER EVENTS

Partner events organised by Rakennuslehti provide a professional setting for your company to reach its key target groups. Rakennuslehti convenes the event and contributes its strong content insight and production experience to the implementation of webinars and hybrid and live events.

### STUDENT EVENTS

Rakennuslehti organises student seminars and webinars to reach future professionals in cooperation with educational institutions and companies.

## TRADE FAIRS AND OWN EVENTS

Rakennuslehti participates in all the important events in the industry. You can pick up our themed issues to stay informed or participate in events at the Rakennuslehti booth.

## Content marketing

Native advertising enables you to reach your target group with interesting and useful content that affects the reader's perception and behaviour. Native articles are targeted at construction experts who make major procurement decisions in their work. The package covers the entire production process and the media space, as well as the right to use the materials in your own business communications.

**Contact our sales staff for more information.**

## Extra issues for housing company decision-makers

Rakennuslehti and Helsingin Sanomat will collaborate on two special issues on topics relevant to housing companies. These extra issues will cover topical themes for housing companies, real estate and property management. We now offer an advertising package, in which we will publish the same ad in Rakennuslehti and Helsingin Sanomat nationwide.

**The publication dates for the housing company extras are 5 April 2024 and 25 October 2024.**

**The ad survey issues of Rakennuslehti will come out on 19/04/2024 and 18/10/2024.**

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

## Ad sales

**Jari Inkinen**  
+358 40 716 0113  
jari.inkinen@rakennuslehti.fi

**Elina Rökman**  
+358 40 356 1874  
elina.rokman@rakennuslehti.fi

## Job advertisements

**Tomi Huiko**  
+358 40 414 5000  
tomi.huiko@rakennuslehti.fi

**Ad bookings**  
+358 10 80 80 85  
grityspalvelu@sanoma.fi

## Technical specifications

**Magazine size:** tabloid 280 x 400mm  
**Printing house:** Sanomapaino

**Printing method**  
**Cover:** Heatset offset  
**Inside pages:** Coldset offset

**Colour profiles**  
**Cover:** PSO\_LWC\_Improved\_eci.icc  
**Inside pages:** PSO\_INP\_Paper\_eci.icc

**The colour profiles are available at:**  
[www.rakennuslehti.fi/mediaopas](http://www.rakennuslehti.fi/mediaopas)

## Subscription prices 2024

**Permanent subscription (12 months)**  
EUR 279.00 (including VAT 10%)

**Fixed-term subscription (12 months):**  
EUR 319.00 (including VAT 10%)

**Addressed distribution:** 28,000  
**Print readers:** 50,000  
**Readers:** 75,000 (magazine + Web)

**Typical decision-making reader:**  
University degree, Technical education, Responsible for budget and financial performance

# PRINT

## Product ads

Standard sizes	Size mm (w x h)	Price €
Front page	254 x 290 mm	€13,950
2/1 spread	524 x 365 mm	€13,950
First spread	524 x 365 mm	€15,450
Back page 1/1 page	254 x 310 mm	€12,250
1/1 page	254 x 365 mm	€11,250
A4	210 x 295 mm	€8,250
1/2 page, vertical	125 x 365 mm	€5,990
1/2 page, horizontal	254 x 180 mm	€5,990
6 x 120 mm	254 x 120 mm	€3,990
6 x 100 mm	254 x 100 mm	€3,390
1/4 page, vertical	125 x 180 mm	€3,090
1/4 page, square	168 x 135 mm	€3,090
3 x 120 mm	125 x 120 mm	€1,890
2 x 120 mm	82 x 120 mm	€1,250
2 x 60 mm	82 x 60 mm	€690

The above-mentioned sizes are examples. The ad height can be freely selected. **Price for 4-colour EUR 6.00/cmm.**

Fixed-position modules	Size mm (w x h)	Price €
2nd page module	254 x 120 mm	€4,190
3rd page module	125 x 50 mm	€870
Back page module	254 x 120 mm	€4,190
Back page top corner	53 x 38 mm	€570

Fixed position +10%.

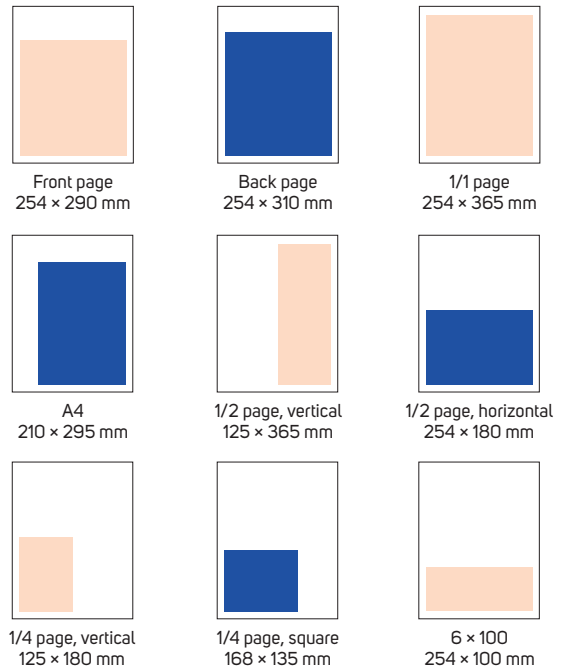
## DISCOUNTS

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



## Classified ads

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

Max. 2 x 150 cmm. **Price for 4-colour EUR 4.60/cmm**

## Fixed insert

Number of pages	€
4-page insert*	16,050
8-page insert	26,750
12-page insert	34,240

Final product size
Tabloid 280 x 400 mm

Fixed inserts are printed together with Rakennuslehti on the same paper.

## Other ad inserts

It is also possible to place loose inserts in the magazine. Any model insert that will not be printed at Sanomapaino must be pre-approved by Sanomapaino. This will ensure that the insert can be included successfully.

Insert sizes
Minimum: 105 x 148 mm (A6)
Maximum: 280 x 400 mm

Paper recommendations
2 pages: 150 g/m2
4 pages: 115 g/m2
6 pages: 60 g/m2
8 pages: 50 g/m2

## Contact us for more information

The prices of inserts and further details are available from your contact person.

All prices are subject to VAT 24%

# ONLINE

## Newsletter

More than 11,000 professionals have subscribed to the Rakennuslehti newsletter. They receive the trade information they want by 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: 11,000 per dispatch, 33,000 per week.

Ad format	Pixel size	Image material kilobyte limit	€/dispatch
Giant box	600 x 600	250 kB	€800
Box (1–5)	600 x 600	250 kB	€500

### ACCEPTABLE FILE FORMATS

JPG, PNG, GIF (animated GIF are 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](mailto:digitrafiikki@sanoma.com).



## Website banners

The Rakennuslehti website reaches around 65,000 unique visitors each week.

Ad format	Pixel size	Image material kilobyte limit	cpm €/1,000 views
Giant panorama	980 x 400	300 kB	€50
Panorama	980 x 120	300 kB	€50
Giant box	468 x 400	300 kB	€30
Box	300 x 300	300 kB	€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. 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](mailto: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, native implementations and blogs. **Ask us about other forms of online advertising.**

All prices are subject to VAT 24%

### Contact us for more information

Your contact person can provide you with prices and more information about 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	€2,232
2 x 100 mm	82 x 100 mm	€1,240

\* Fixed positions available according to the booking situation.

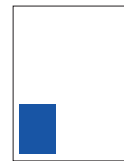
The above-mentioned sizes are examples. Price EUR 6.20/cmm.

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 2pm on the Friday immediately preceding the publication week.

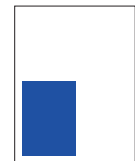
## EXAMPLE SIZES



2 x 100  
82 x 100 mm



6 x 100  
254 x 100 mm



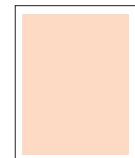
1/4 page,  
vertical  
125 x 180 mm



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 ad 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 receipt of the material.
- One ad can contain several vacancies.

Price EUR 950

### Rakennuslehti.fi job ads PLUS PACKAGE

- The ad 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

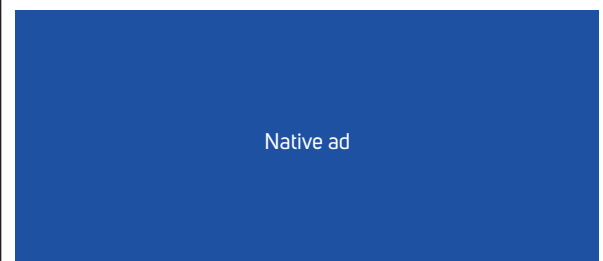
Price EUR 1,500

### Rakennuslehti.fi job ads PACKAGE

- The ads 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 receipt of the material.
- One ad can contain several vacancies.

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

Rakennuslehti News 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 FOR PRINT AD MATERIALS

## READY MATERIAL

- Ready material means a PDF file that contains all the necessary elements for the ad: texts, images, graphics, and fonts. The ads must not have cutting margins or crop marks. The ready material will not be edited by the magazine staff, but will be published as is.

## DELIVERY OF READY MATERIALS

- Once you have made a booking, you will receive an upload link to submit your ready PDF ads to our material submission service until **noon on the Monday of the week of publication.**

- The link will be sent by email to the person indicated as the submitter of the material in the ad booking.

## ADDITIONAL INFORMATION

For more information on submitting material and the material requirements, please contact [printtitrafiikki@sanoma.com](mailto:printtitrafiikki@sanoma.com).

# TECHNICAL REQUIREMENTS FOR MATERIAL

## Front and back cover (coated paper)

### IMAGES

- The optimum image resolution is 300 dpi, and the minimum is 250 dpi, when the image is 1:1 in the layout program.
- Image colour values must be specified as process colours (CMYK).
- Colour profile: PSO\_LWC\_Improved\_eci

### COLOURS

- The maximum colour % is 300%. To achieve an intense black colour on larger colour areas, we recommend 100% black, 50% cyan, 40% magenta and 30% yellow.

## Inner pages (newsprint)

### IMAGES

- The optimum image resolution is 200 dpi, and the minimum is 150 dpi, when the image is 1:1 in the layout program.
- Always use CMYK colour scheme for newspaper ads.
- Black and white images must be in grayscale mode.
- The point increase of middle tones is about 26%, which means that middle tones should be considerably lighter, especially for black.
- Colour profile: SanomaNewspaperIFRA26.icc

### COLOURS

- The colours used in a newspaper should be as pure as possible.
- Try to use only the black sub-colour for black.
- Choose your colours carefully and use them in a controlled way. Please bear in mind that the colour may look different in print than how it appears on the screen.
- Take into account the spreading of colour on paper and the colour registrations.

- Minimise the use of process colours when selecting colours. You can also find good colours by combining two process colours.
- Sub-colours (CMY): max. 2 sub-colours, and black if necessary.
- A third colour (CMY) introduces a staining component, which is why it is better to use black and, consequently, neutral grey to add depth to the colour.
- The total amount of overlapping printed colours must not exceed 220%.

### BODY TEXT

- Avoid using negative text over a background or colour photo printed with several sub-colours > the minimum font size is 12.
- Place negative text on a solid colour background.
- Body text should be black. If the text is coloured, the minimum font size is 12. Use max. 2 sub-colours (CMY).
- Use layout software to create the text; do not use image processing software.

[You can find more detailed instructions on materials here >](#)

# Job advertisements

## PRINT AND ONLINE ADVERTISEMENTS

- See above for instructions for print ads.

**Job ads placed in the print magazine are always 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 online ad will be published on the same day as the printed newspaper, and it will remain visible until the end of the application period.

## SUBMITTING MATERIALS TO BE PREPARED

- After you have made a booking, you will receive an upload link that you can use to submit your material script and the necessary materials to our material submission service.
- The link will be sent by email to the person specified as the submitter in the ad booking.
- A suitable script is a text file (Word) that contains the text content for the ad. Printable images and logos of a good quality are also needed. The minimum image resolution is 150 dpi, and logos should preferably be sent in vector format.
- The material must be sent to us by noon on the Friday preceding the publication week.**

## ONLINE AD ONLY

- After making a booking, our media service will send you a material link, which is used to submit the text for the online ad. 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.
- Your Rakennuslehti.fi ad will be published within two days of submitting the material, and it will remain visible until the end of the application period.

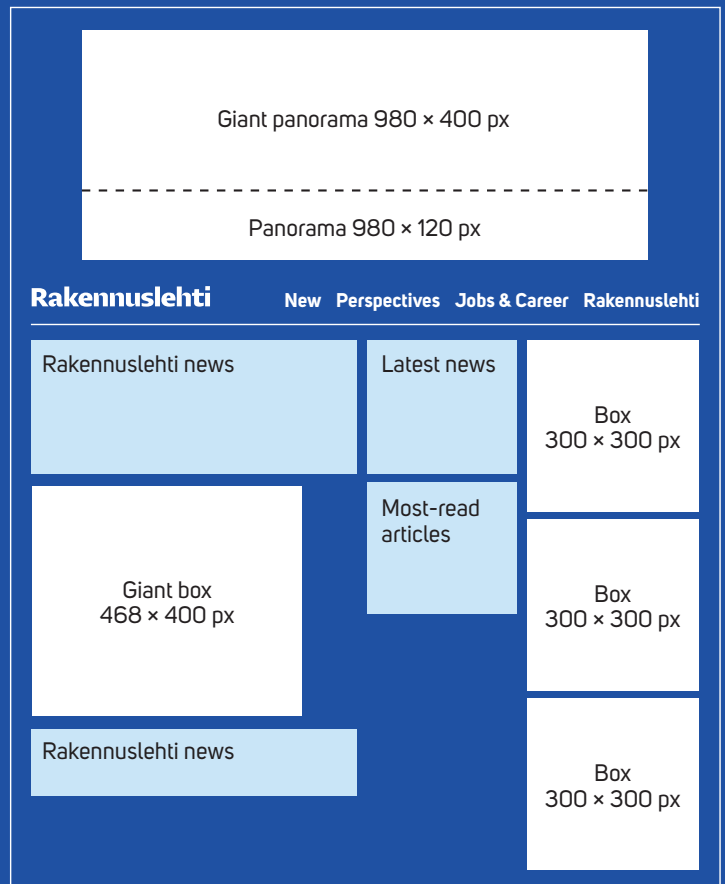
## Banner locations

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)  
Association of Finnish Construction Engineers and Architects (RIA)  
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 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 comply with the current regulations on 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.