

Rakennuslehti

Are you looking for visibility in the construction industry?

Media information 2026



Rakennuslehti publication dates and material deadlines for 2026

| Issue | Published | Booking | Material | Topics featured this week |
|-------|------------|------------|------------|---|
| 1 | 23 Jan | 13 Jan | 16 Jan | Skills, recruitment and education |
| 2 | 30 Jan | 20 Jan | 23 Jan | Concrete construction |
| 3 | 6 Feb | 27 Jan | 30 Jan | Renovation |
| 4 | 13 Feb | 3 Feb | 6 Feb | Design, planning and consulting |
| 5 | 20 Feb | 10 Feb | 13 Feb | Infrastructure construction |
| 6 | 27 Feb | 17 Feb | 20 Feb | Renovation |
| 7 | 6 Mar | 24 Feb | 27 Feb | Building technology and production, and construction quality |
| 8 | 13 Mar | 3 Mar | 6 Mar | New products and methods, AD SURVEY ISSUE |
| 9 | 20 Mar | 10 Mar | 13 Mar | Facades, roofs and insulation |
| 10 | 27 Mar | 17 Mar | 20 Mar | Renovation |
| 11 | 2 Apr/Thu | 23 Mar/Mon | 26 Mar/Thu | Future construction and innovations |
| 12 | 10 Apr | 27 Mar/Fri | 1 Apr/Wed | ANNIVERSARY ISSUE and Rakennuslehti 60 years supplement |
| 13 | 17 Apr | 7 Apr | 10 Apr | Sustainability in construction |
| 14 | 24 Apr | 14 Apr | 17 Apr | Renovation |
| 15 | 30 Apr/Thu | 20 Apr/Mon | 23 Apr/Thu | High-rise buildings |
| 16 | 8 May | 27 Apr/Mon | 30 Apr/Thu | Infrastructure construction and municipal engineering |
| 17 | 22 May | 12 May | 15 May | Construction companies and specialist contractors + financial results |
| 18 | 29 May | 19 May | 22 May | Building technology + financial results |
| 19 | 5 June | 26 May | 29 May | Design and planning + financial results |
| 20 | 12 June | 2 June | 5 June | Manufacturing industry + financial results |

| Issue | Published | Booking | Material | Topics featured this week |
|-------|-----------|-------------|-------------|--|
| 21 | 26 June | 15 June/Mon | 18 June/Thu | House construction |
| 22 | 14 Aug | 4 Aug | 7 Aug | Skills, recruitment and education |
| 23 | 21 Aug | 11 Aug | 14 Aug | Infrastructure construction + financial results |
| 24 | 28 Aug | 18 Aug | 21 Aug | Renovation + financial results |
| 25 | 4 Sept | 25 Aug | 28 Aug | Urban development |
| 26 | 11 Sept | 1 Sept | 4 Sept | Building technology |
| 27 | 18 Sept | 8 Sept | 11 Sept | Circular economy and the green transition |
| 28 | 25 Sept | 15 Sept | 18 Sept | New products, distributed at FinnBuild Fair |
| 29 | 2 Oct | 22 Sept | 25 Sept | Renovation, distributed at FinnBuild Fair |
| 30 | 9 Oct | 29 Sept | 2 Oct | Digitalisation and new technologies |
| 31 | 16 Oct | 6 Oct | 9 Oct | Design, planning and consulting |
| 32 | 23 Oct | 13 Oct | 16 Oct | Renovation |
| 33 | 30 Oct | 20 Oct | 23 Oct | Sustainability in construction, AD SURVEY ISSUE |
| 34 | 6 Nov | 27 Oct | 30 Oct | Wood construction |
| 34B | 6 Nov | 30 Sept/Wed | – | Suomea Rakentamassa native insert (RL+HS+AL) |
| 35 | 13 Nov | 3 Nov | 6 Nov | Infrastructure construction |
| 36 | 20 Nov | 10 Nov | 13 Nov | Renovation |
| 37 | 27 Nov | 17 Nov | 20 Nov | Major construction projects |
| 38 | 11 Dec | 1 Dec | 4 Dec | Annual review and the best of the year |

Note

Exceptional booking schedule for job advertisements

Bookings for job advertisements must be made by 2pm on the Thursday immediately preceding the publication week. Please note that public holidays may bring the booking schedule forward.



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.



Three times a week

NEWSLETTER

The industry's top news in your email on Mondays, Wednesdays and Fridays. Also includes the latest job ads.

EVENTS

Partner events

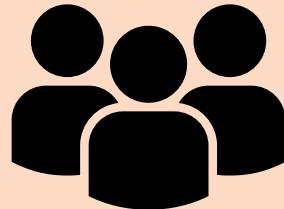
Partner events organised by Rakennuslehti provide a professional setting for your company to reach its key target groups. Rakennuslehti convenes the event and contributes its strong content insight and production experience to the implementation of webinars and hybrid and live events.

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 ad sales for more information.

Suomea rakentamassa native insert will come out on 13 November 2026

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. Native articles will be created by an expert content producer with specialized journalists and photographers.

AD SURVEY ISSUES

The ad survey issues of Rakennuslehti will come out on 13 March 2026 and 30 October 2026.

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

Ad sales

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

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

Ad bookings

Customer service for advertisers clients
+358 10 80 80 85
yrityspalvelu@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: SanomaNewspaperIFRA26.icc

The colour profiles are available at:
www.rakennuslehti.fi/mediaopas

Reach

Print: 27,000 subscribers,
50,000 readers
Website: 80,000 visitors a week
Newsletter: Mailing volume 11,000 at a time,
33,000 per week

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

Subscription prices

Permanent subscription 12 months:
EUR 319.00 (including VAT 10%)
Permanent subscription 6 months:
EUR 175.00 (including VAT 10%)

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%.

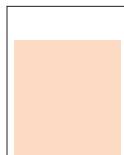
DISCOUNTS

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

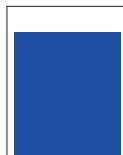
Ad widths

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

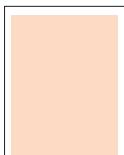
STANDARD SIZES



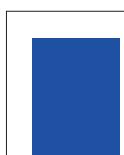
Front page
254 x 290 mm



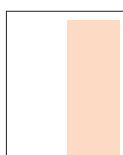
Back page
254 x 310 mm



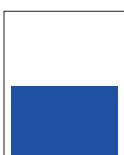
1/1 page
254 x 365 mm



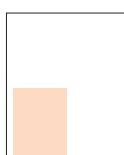
A4
210 x 295 mm



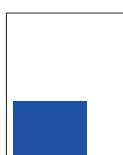
1/2 page, vertical
125 x 365 mm



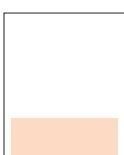
1/2 page, horizontal
254 x 180 mm



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 EUR 4.60/cmm**

Contact us for more information

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

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 | Paper recommendations |
|----------------------------|-----------------------|
| Minimum: 105 x 148 mm (A6) | 2 pages: 150 g/m2 |
| Maximum: 280 x 400 mm | 4 pages: 115 g/m2 |
| | 6 pages: 60 g/m2 |
| | 8 pages: 50 g/m2 |

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: digitraffiikki@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 |
|-----------|------------|-------------------------------|-------------------|
| Parade | 980 x 400 | 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

Note

A mobile version must be provided for all banners

JPG, PNG and GIF materials: A mobile version in the size 600 x 600 px must be provided.

HTML5/TAG materials: A mobile version in the size 300 x 300 px must be provided.

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.

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: digitraffiikki@sanoma.com.

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.

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 Thursday immediately preceding the publication week.

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

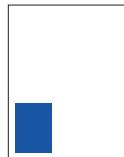
Price EUR 1,500

Commercial online content

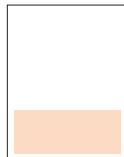
- Native ad published in the vacancies section on Rakennuslehti.fi
- The position of the native ad is illustrated above

Price EUR 1,500 per week

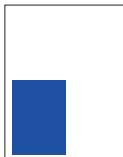
EXAMPLE SIZES



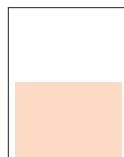
2 x 100
82 x 100 mm



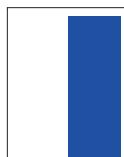
6 x 100
254 x 100 mm



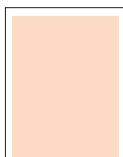
1/4 page,
vertical
125 x 180 mm



1/2 page,
horizontal
254 x 180 mm



1/2 page,
vertical
125 x 365 mm

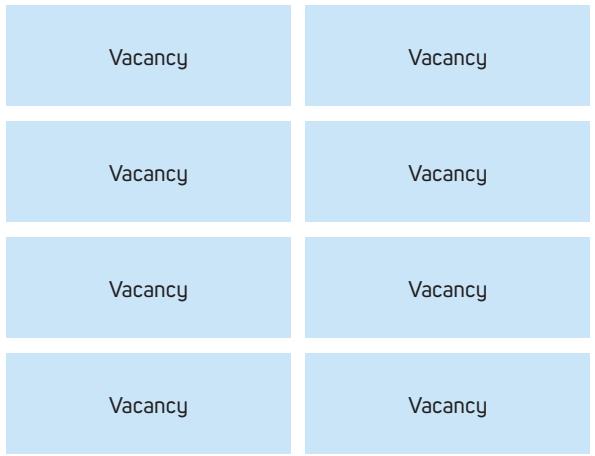


1/1 page
254 x 365 mm

Appointment news can be sent by email to:

rakennuslehti.nimitykset@sanoma.com.

Rakennuslehti News Perspectives Jobs & Career Rakennuslehti



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 Friday 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 printitrafikki@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 Thursday 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.

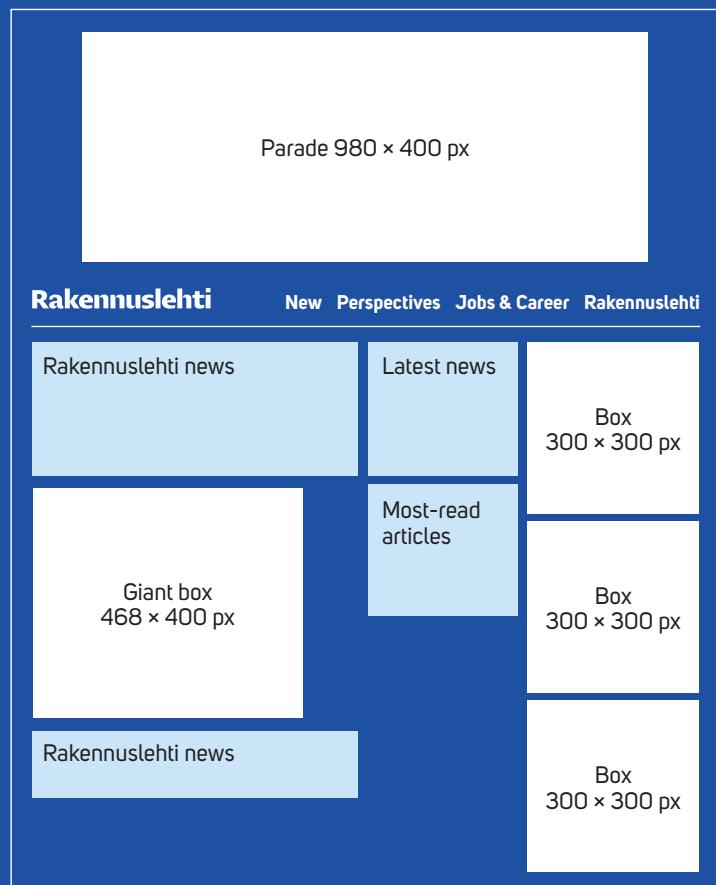
Banner locations

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 18, 00089 Sanoma

Invoicing address:
Ostolaskut, PO Box 102, 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.