

# RAKENNUSTAITO MEDIA RATE CARD 2011

www.rakennustaito.fi

Rakennustaito, a Finnish general-interest construction magazine, has been published continuously since 1905. The magazine features in-depth articles on materials, engineering and site technology, presenting companies and people in Finland and abroad.

## Readership

Members of the Finnish Construction Managers and Engineers RKL, site managers, purchasers, architects, and designers.

## Print run

Standard issues 12,000; special issues 18,000

## Publishers

Rakennusmestarit ja -insinöörit AMK RKL ry  
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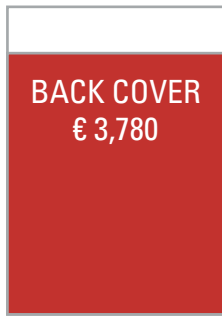
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## Publication schedule 2011

Issue	Themes	Appears	Reservations	Materials	Additional distribution
1/11	Construction site. Safety at work. Working equipment and clothes. On-site leadership. The environment and the site.	28 Jan	7 Jan	13 Jan	Construction companies
2/11	Building engineering. Waterproofing materials. Roofing membranes. New trends in residential construction. Energy and the construction industry.	28 Feb	7 Feb	10 Feb	Subscribers of RT Building Information, HEVAC Building Services Information, SIT Interior Decorations Information, Ratu Construction Productivity Information and KH Property Management Files Construction & Building Engineering 2011, Jyväskylä, 11–13 March
3/11	Yard construction. Fixtures and pavements. Fences, gates and security equipment. Roofs, the fourth façade.	30 Mar	8 Mar	14 Mar	ASMA '11, Helsinki, 7–10 April
	Rakennustaito Russia	1 Apr	14 Mar	18 Mar	Interstroyexpo, St. Petersburg, 13–16 April See separate media rate card for details
4/11	National Housing Exhibition in Kokkola. Holiday Housing Fair in Mäntylharju Low-rise housing construction. Heating options. Furnaces.	29 Apr	7 Apr	12 Apr	Subscribers of RT Building Information, HEVAC Building Services Information, SIT Interior Decorations Information, Ratu Construction Productivity Information and KH Property Management Files National Housing Exhibition in Kokkola, 15 July – 14 August Holiday Housing Fair in Mäntylharju, 27 June – 10 July
5/11	Municipal building projects. Sports and leisure construction. Schools, day-care centres, senior housing. Area planning, supplementary construction.	31 May	9 May	16 May	Municipal technology departments
6/11	Civil, hydraulic and foundation engineering. Roads, bridges, railroads. Noise abatement. Soil decontamination. Earth-moving machinery	8 Aug	22 Jun	30 Jun	Infrastructure sector
7/11	Renovation. Pipe replacement. Façade refurbishment. Damp damage. Improved indoor air quality. Carbon footprints of materials	15 Sep	23 Aug	30 Aug	Subscribers of RT Building Information, HEVAC Building Services Information, SIT Interior Decorations Information, Ratu Construction Productivity Information and KH Property Management Files Kiinteistö 11 fair, Helsinki, 12–14 October Property managers
8/11	Steel and wood construction. Logistics construction. Scaffolding, lifts and hoisting equipment. Fire safety.	17 Oct	19 Sep	30 Sep	
9/11	Concrete and brick construction. Office/workplace construction. Soundproofing. Signage, accessibility.	17 Nov	24 Oct	31 Oct	Subscribers of RT Building Information, HEVAC Building Services Information, SIT Interior Decorations Information, Ratu Construction Productivity Information and KH Property Management Files
10/11	The changing world of design. Glass as construction material. Interior and outdoor lighting.	15 Dec	21 Nov	30 Nov	Architects, designers



### Advertising rates (4-colour) and sizes (in millimetres)



**BACK COVER**  
€ 3,780

**Total area** 210 x 297  
+ cutting margin 5 mm

**Area excl. margins** 169 x 260

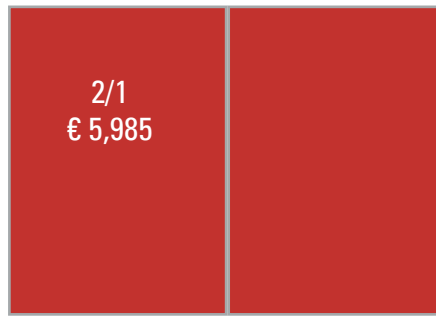
A blank 25 mm space in the top corner of the back page to accommodate the address.



**2<sup>nd</sup> and 3<sup>rd</sup> COVER**  
€ 3,570

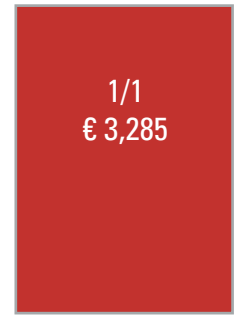
**Total area**  
210 x 297 + cutting margin 5 mm

**Area excl. margins**  
180 x 270



**2/1**  
€ 5,985

**Total area**  
385 x 270 + cutting margin 5 mm



**1/1**  
€ 3,285

**Total area**  
210 x 297 + cutting margin 5 mm

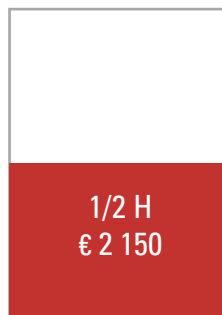
**Area excl. margins**  
180 x 270



**1/2 V**  
€ 2,150

**Total area** 105 x 297  
+ cutting margin 5 mm

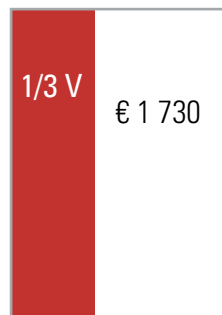
**Area excl. margins**  
90 x 270



**1/2 H**  
€ 2 150

**Total area** 210 x 148  
+ cutting margin 5 mm

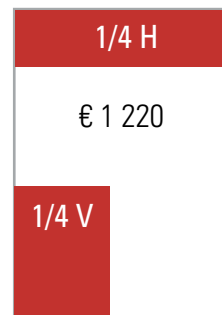
**Area excl. margins**  
180 x 135



**1/3 V**  
€ 1 730

**Total area** 79 x 297  
+ cutting margin 5 mm

**Area excl. margins**  
53 x 260



**1/4 H**  
€ 1 220

**Total area** 1/4 horizontal:  
210 x 74 + cutting margin 5 mm

**Area excl. margins** 180 x 54

**1/4 V**

**Total area** 1/4 vertical:  
105 x 148 + cutting margin 5 mm

**Area excl. margins** 90 x 135



**1/8**  
€ 715

**Total area** 105 x 74  
+ cutting margin 5 mm

**Area excl. margins**  
90 x 65

Other sizes subject to agreement. 10 % surcharge for specified position. VAT at 23% will be added to the prices. Ask also for advertorials and other offers.

**Construction Market Directory** ("Yellow Pages"), 4-colour modules 58 x 75 mm, € 840 / 58 x 34 mm, €475 / 10 issues including a web link to the Construction Market column at [www.rakennustaito.fi](http://www.rakennustaito.fi)

**Inserts:** A5–A6 €0.22/each, A4 €0.30/each, A3 €0.37/each, other sizes as indicated in the tender.

#### Technical data

Appears: 10 times a year  
Magazine size: (A4) 210 mm x 297 mm  
Number of columns: 3, line density: 150 lpi.  
Printing technique: offset

#### Materials

Offset-printable, high-resolution PDF format, fonts embedded or converted, colours in the CMYK format, image resolution at least 300 dpi.

#### Orders

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#### Terms of delivery

Terms of payment: 14 days net, past-due interest 8%. Any cancellations must be made by the last advertising space reservation date at the latest. The agreed advertising rate will be charged for any ads cancelled after the advertising space reservation date. Any complaints must be filed in writing within 14 days of publication. Rakennustaito's liability is limited to the price of the advertisement.

All information contained herein subject to change without prior notice.

#### Submission of materials

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