

MEDIA INFORMATION **2012**

au arkkitehtiutiset (Architect News)





au

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The most widely read magazine on current issues of architecture

Arkkitehtiuutiset **au** is a monthly professional news magazine for architects, landscape and interior architects, providing information on the latest topics in the field. The readership also includes key players and professionals in the real estate and construction industries. According to our reader survey, 96 per cent of the respondents read **au** regularly, from cover to cover.

au provides news on current topics in architecture and construction, on architectural design competitions, and regularly publishes interviews with the key players in the field. The magazine also includes columns for job opportunities and product news, as well as a separate services directory. The issues average 52–60 pages, and the magazine has been published since 1949.

Publisher

Finnish Association of Architects SAFA

Editorial team

Editor-in-Chief Paula Huotelin, architect SAFA

Sub editor Anne Haatainen, au@safa.fi

Advertising sales

Jarmo Valtonen, Media Bookers

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au.safa.fi

Audited circulation 4500 copies

Print run 4900

Readers 7200

(2010 Reader survey by Promenade Research Ltd)

Subscribers

All full and student members of SAFA (architects), SIO (interior architects) and MARK (landscape architects).

Proportions of total circulation:

- architects 64 %
- interior architects 6 %
- architecture students 14 %
- landscape architects and others 16 %

Technical specification

- publication size: 195 x 245 mm
- print area: 157 x 205 mm
- page bleed: 3 mm
- number of columns: 2–3
- total column width: 157 mm
- LPC: 54–60 l/cm, 300 dpi
- printing method: Offset
- adhesive binding
- paper 115 g: Multiart Silk
- cover 170 g: Multiart Silk
- ISSN 0044-8915

Materials specifications

Offset printable PDF format, fonts included or converted, colours in CMYK, minimum image resolution 300 dpi.

Delivery of material

- aineisto@vkp.fi and au@safa.fi and cc. to jarmo.valtonen@mediabookers.fi
- proof sheet/screen resolution PDF: Vammalan Kirjapaino Oy
- P.O. Box 92 / Harjukatu 8
- FI-38201 Sastamala
- material must be accompanied by periodical name and issue, client name and size of ad

Printers

Vammalan Kirjapaino Oy
P.O. Box 92 / Harjukatu 8
FI-38201 Sastamala
tel. +358 (0)3 512 3456
fax +358 (0)3 512 3455
www.vkp.fi

Publication schedule 2012

issue	publication date	ad space dead line	materials dead line*
1	25.1.	2.1.	9.1.
2	22.2.	30.1.	6.2.
3	21.3.	27.2.	5.3.
4	18.4.	26.3.	2.4.
5	16.5.	23.4.	30.4.
6-7	20.6.	28.5.	4.6.
8	29.8.	6.8.	13.8.
9	26.9.	3.9.	10.9.
10	24.10.	1.10.	8.10.
11	21.11.	29.10.	5.11.
12	19.12.	26.11.	3.12.

Publication day is Wednesday.

*print ready pdf



Advertising rates

size	mm*	mm**	€
2/1 double page spread	390 X 245 + 3	350 X 205	2630
1/2 half horizontal spread	390 X 120 + 3		2100
1/1 back cover	195 X 215 + 3		2430
1/1 inside front cover	195 X 245 + 3	157 X 205	2335
1/1 inside back cover	195 X 245 + 3	157 X 205	2225
1/1 (page opposite cont.)	195 X 245 + 3	157 X 205	2200
1/1	195 X 245 + 3	157 X 205	2100
1/2 vertical	96 X 245 + 3	76 X 205	1375
1/2 horizontal	195 X 120 + 3	157 X 100	1375
1/3 vertical	69 X 245 + 3	49 X 205	1015
1/4 vertical		76 X 100	875
1/4 horizontal	195 X 59 + 3	157 X 49	875
1/8 vertical		76 X 49	620
1/8 horizontal	195 X 30 + 3	157 X 20	620

* advertisement total area over page + page bleed 3 mm

** advertisement within margins



Services directory

size 76 x 60 mm 1440 € / year

heading listed ads in issues 2, 3, 4, 9, 10 and 11

New products column

size mm	€
1/2 horizontal	157 X 95 1010
1/1	157 X 190 1450

Web page advertisement at au.safa.fi

295 € / month 1500 € / 6 months 2790 € / 12 months

Advertisement button 128 x 128 pixels. Technical data as in www.safa.fi web page advertising (see page 7).

Classified ads

column width 76 mm, 2 columns 157 mm 3,80 € / ppm

Only educational, official and employment ads.

Inserts

size, format	€ / entire print run
card insert	1300
2 pages	1850
4 pages	2110

Binding options: loose insert, tip-ons or bound insert. Other inserts (e.g. lamination), please ask for a separate quote. Max. page size 188 x 240 mm. Distribution options: entire print run, architects, interior architects or landscape architects.

VAT of 23 % will be added to all prices.



Kirkkojärvi school, Espoo, Verstas Architects Ltd, photo: Rauno Träskelin

SAFA

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Advertisement sales

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Sales terms and conditions

Prices and alterations concerning the media card

Prices are valid from 1.1.2012 and apply to all issues published in 2012. Additional costs arising from laws, regulations or other actions by authorities will increase our prices accordingly as from the date of enforcement.

Prices quoted here do not include taxes. VAT will be added to the price on invoicing.

We reserve the right to alter the media card and all the information contained therein.

Cancellation of advertisements

Extra costs charged by the printers due to late submission of advertising material will be charged to the client. Cancellation of advertisements shall be made in writing to the advertising sales agency no later than the advertisement space deadline date. The client will be charged 40 % of the advertisement price for late cancellations.

Liability and claims

The client is liable for the compliance of the material supplied and for ensuring that the material and proofs correspond. The publisher or the printers are not responsible for editing the material to correspond to the proofs without compensation. Any claims must be submitted in writing within seven (7) days of the publication of the journal. At maximum the liability of the journal for any errors is limited to the price of the advertisement.

The publication may exercise its discretion not to publish any advertisement.

Discounts

- annual contract discounts according to advertising volume
- repeat order discount 5 %

Terms and details of payment

14 days net, interest on arrears as stipulated by legislation.
Bank details: Suomen Arkkitehtiliitto,
FI4615213000009524.