# RAKENTAJA

# Basic details on magazine

Publisher: Finnish Construction Trade Union Print run: 72,500 Printing house: Punamusta Oy, Forssa Size of the magazine: Magazine, printing area 215 x 290 mm Printing method: Offset Page preparation: Punamusta Oy

# **Editorial staff**

Address: P.O. Box 307, 00531 Helsinki Telephone: +358 (0)20 774 003 Editor in chief: Johanna Hellsten Subeditor: Jukka Nissinen Editorial Assistant: Soile Ahremaa-Luttinen Email: firstname.lastname@rakennusliitto.fi Website www.rakennusliitto.fi

# Publication schedule 2021

Issue	Material	Published	Theme
1.	04/01	29/01	Income and expences
2.	18/02	18/03	
3.	01/04	29/04	Work safety and health
4.	20/05	17/06	Infrastructure
5.	15/07	12/08	Surfaces and painting
6.	26/08	23/09	Young builders
7.	07/10	04/11	Renovation
8.	18/11	16/12	

# Advertisement rates

size	measurements/ mm	4-tone
double page	430 x 290	€5,200
full page	215 x 290	€2,800
back cover	215 x <b>265</b>	€3,200
half page	215 x 145 horizontal 106 x 290 vertical	€1,800
quarter page	181 x 60 horizontal 87 x 127 vertical	€1,080
low banner	181 x 40 horizontal	€750

# Discounts

10% discount for repeat orders. Advertising agency discount 15%.

#### Restrictions

Advertisements will not be published on the front page or as fixed position adverts.

The advertising customer is responsible and liable to pay compensation for any damages its advertising might cause to a third party or the magazine. The aim is to publish all approved advertisements on the designated date.

However, if an advertisement cannot be published due to reasons not related to production, other operational reasons (such as a

# **Advertising Sales**

Tietotalli Oy, Jyväskylä office Heidi Andersson Telephone: +358 (0)50 528 7770 Email: heidi.andersson@tietotalli.fi

#### **Materials**

**Delivery address:** heidi.andersson@tietotalli.fi PDF file in CMYK colours, image resolution 300 dpi.

Cancellation on day of booking. Complaints in writing within 14 days of

publishing.

# Technical requirements for materials

#### Images

Optimum image resolution 300 dpi, minimum 200 dpi.

The colour values of images should be configured as process colours (CMYK). **PSO\_MFC\_Paper-eci.icc** profile is used in CMYK conversion.

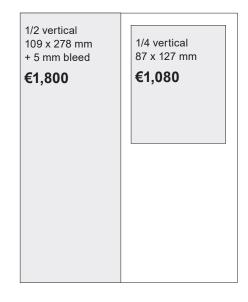
strike) or reasons attributable to the customer or a subcontractor, the magazine is not responsible for any losses or damages suffered by the advertising customer.

The magazine's liability for omission of an advertisement or error in publishing is limited to refunding the amount paid for the advertisement.

# Rate card 2021

# Sizes of advertisements

	1/4 horizontal €1,080	181 x 60 mm
2+	<b>2 horizontal</b> 15 x 145 mm 5 mm bleed <b>1,800</b>	
	Low horizonta €750	<b>banner</b> 181 x 40 mm



#### **1/1 vertical** 215 x 290 mm + 5 mm bleed

# €2,800

**Back cover** 215 x **260** mm + 5 mm bleed

# €3,200