

# PROJEKTIIUTISSET

## Media Card 2012

[www.projektiutiset.fi](http://www.projektiutiset.fi)

**Projektiutiset** is a professional magazine within the construction industry focusing on presentation of recently completed construction projects.

### Distribution to right target group

The range of projects to be presented is made to provide both a cross-section of construction in Finland in terms of building type, architecture, location and function and a representative picture of today's architecture and structural design. Circulation of Projektiutiset (the approx. 12 000) reaches all of the most important decision-making groups within professional construction and is based on RPT Docu Oy's database.

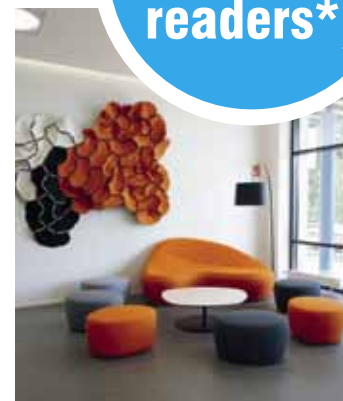
25<sup>th</sup>  
anniversary

- Building owners / developers
- Project managers
- Contractors
- Architects
- Interior architects
- Structural engineers
- Electrical engineers
- Heating, plumbing and ventilation engineers
- All project contractors



| No | Date of Issue             | Materials                 | Themes   |
|----|---------------------------|---------------------------|--|
| 1  | 1 <sup>st</sup> March     | 3 <sup>rd</sup> February  | Facades and Ceiling  |
| 2  | 19 <sup>th</sup> April    | 23 <sup>rd</sup> March    | Local authorities, focus on housing units  |
| 3  | 7 <sup>th</sup> June      | 11 <sup>th</sup> May      | Automation systems, energy efficiency, refurbishment<br>Distribution to visitors at the Housing Fair Tampere |
| 4  | 6 <sup>th</sup> September | 10 <sup>th</sup> August   | Habitare trade exhibition, special edition, interior decoration  |
| 5  | 4 <sup>th</sup> October   | 7 <sup>th</sup> September | FinnBuild trade exhibition, special edition, products, materials<br>and services covering construction area  |
| 6  | 13 <sup>th</sup> December | 16 <sup>th</sup> November | Hotels and restaurants   |

Over  
37 200  
readers\*)



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Nordea IBAN FI09 1432 3000 0723 63

BIC NDEAFIHH

Sampo IBAN FI85 8000 1902 0023 94

BIC DABAFIHH

## Technical information

Size 210 x 297 mm

Columns 3

Column width 56 mm

Printing method Offset

Screen density 70 lines/cm

(175 lines/inch)

Print quality 300 dpi

Paper UPM Star 90 g

Covers Galerie Art gloss 200 g

Binding Glue binding

Printing house Oy Scanweb Ab, Kouvola

Bleeds 3 mm

Images CMYK format

## Submission of materials

E-mail projektiutiset@faktor.fi

Mail Faktor Oy, Hämeentie 153 C,

00560 Helsinki

**File transfer FTP (Internet).** Ask Faktor for detailed information. Files need to be compressed before sending (programs PKZip, Stuffit or Compact Pro).

**File format** Print quality PDF

**Other accepted formats** EPS, TIFF, JPG.

JPG compressed at maximum quality.

For additional information contact Jari Stenholm, tel. +358 (0)9 686 0960 or 050 427 7460.

**Notice** Images and graphics should be in process colors (no RGB or spot colors). A resolution of images 300 dpi. Color quantity max 300 %, color profile ISOweb-coated.icc. Texts as vector graphics or fonts included. Please fill in the company name

## Advertisement sizes



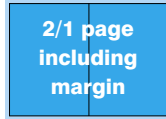
**INSIDE FRONT COVER**  
Size 210 x 297 mm  
+ 3 mm bleeds



**INSIDE BACK COVER**  
Size 210 x 297 mm  
+ 3 mm bleeds



**BACK COVER**  
Note: address requires 25 mm from the top  
Size 210 x 272 mm  
+ 3 mm bleeds



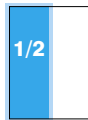
**2/1 PAGE INCLUDING MARGIN**  
Size 420 x 297 mm  
+ 3 mm bleeds



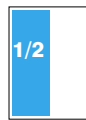
**1/1 PAGE INCLUDING MARGIN**  
Size 210 x 297 mm  
+ 3 mm bleeds



**1/1 PAGE EXCLUDING MARGIN**  
Size 178 x 270 mm



**1/2 PAGE VERTICAL INCLUDING MARGIN**  
Size 105 x 297 mm  
+ 3 mm bleeds



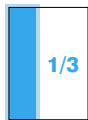
**1/2 PAGE VERTICAL EXCLUDING MARGIN**  
Size 89 x 270 mm



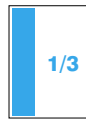
**1/2 PAGE HORIZONTAL INCLUDING MARGIN**  
Size 210 x 148 mm  
+ 3 mm bleeds



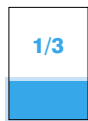
**1/2 PAGE HORIZONTAL EXCLUDING MARGIN**  
Size 178 x 135 mm



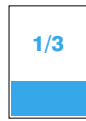
**1/3 PAGE VERTICAL INCLUDING MARGIN**  
Size 70 x 297 mm  
+ 3 mm bleeds



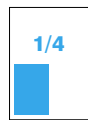
**1/3 PAGE VERTICAL EXCLUDING MARGIN**  
Size 59 x 270 mm



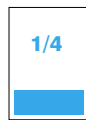
**1/3 PAGE HORIZONTAL INCLUDING MARGIN**  
Size 210 x 99 mm  
+ 3 mm bleeds



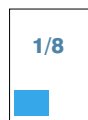
**1/3 PAGE HORIZONTAL EXCLUDING MARGIN**  
Size 178 x 90 mm



**1/4 PAGE VERTICAL**  
Size 89 x 135 mm



**1/4 PAGE HORIZONTAL**  
Size 178 x 67 mm



**1/8 PAGE**  
Size 89 x 67 mm

## Advertisement rates

| Size                 | B/W   | 4 colors |
|----------------------|-------|----------|
| Inside front cover   | -     | 3 740    |
| Inside back cover    | -     | 3 740    |
| Back cover           | -     | 4 100    |
| 2/1 page             | 4 030 | 4 680    |
| 2/1 page advertorial | 4 270 | 4 950    |
| 1/1 page advertorial | 2 980 | 3 500    |
| 1/1 page             | 2 805 | 3 360    |
| 1/2 page             | 1 840 | 2 340    |
| 1/3 page             | 1 490 | 2 000    |
| 1/4 page             | 1 090 | 1 590    |
| 1/8 page             | 550   | 1 000    |

### BOX ADVERTISEMENTS

Advertisements with headings on project presentation pages.

|             | B/W | 4-colours |
|-------------|-----|-----------|
| 148 x 30 mm | 510 | 565       |
| 148 x 64 mm | 785 | 870       |

Note! Includes layout production.

### Inserts

2 pages 2 520

4 pages 3 110

8 pages 4 035

All rates are subject to VAT (23 %)

### Delivery address for inserts

Oy Scanweb Ab

Korjalankatu 27

45100 Kouvola

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## Circulation

12 000

Reprinting for special editions

and the issue number on the subject field. Always include prints with advertisements!

### Advertorials

Business Editing editorials (advertorials) are implemented according to the customer's script and images on a turnkey-

basis. Prices are as for advertisements. Costs for layout and reproduction work are included.

### www.projektiutiset.fi

Please make sure that your products are visible on Projektiutiset.fi web site.

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