

MEDIA CARD 2018

RPT PROJEKTUUTISET



Unique distribution of a professional building magazine

The distribution of Projektuiutiset is based on RPT's building project database, which is constantly updated due to research carried out by RPT. The database consists of real time information about ongoing and new building projects, as well as about developers, planners and constructors that are involved in them, including their liaisons officers. Projektuiutiset is distributed via post to those who are currently actively involved in building projects.

- Constructors, project managers
- Design & Build -constructor
- Architects, chief planners
- Interior architects, open space planners
- Design engineers
- HVACEA planners
- HVACEA constructors
- Earthworks constructors
- Demolition and surfacing contractors
- Instructors and researchers
- Equipment manufacturers and wholesalers

Digital version www.projektuiutiset.fi

The digital version of Projektuiutiset is always available. Building projects displayed in the digital version are contemporary examples of building solutions and materials. The digital version is good for showing what your company's products and projects look like in their natural environment.



Publishing schedule and themes for 2018

Issue	Publishing date	Materials	Themes
1	15.2.	24.1.	Façades, insulation
2	12.4.	21.3.	Renovation, real estate development
3	7.6.	16.5.	Modern facilities, residential construction
4	6.9.	15.8.	Building technologies, energy, FinnBuild 10.-12.10.2018
5	25.10.	3.10.	SOTE building, hospitals and care facilities
6	13.12.	21.11.	Intelligent buildings, building automation

Advertisements published in Projektuiutiset reach the decision-makers in the field

It is precisely the people who decide about new building project purchases that read Projektuiutiset. 364 readers took part in a reader survey that was carried out in spring 2016. They graded the expertise of the publication at 8,37, reliability at 8,25 and interestingness at 8,26.

Of those who took part in the survey:

- 60%** said they had recommended an article from Projektuiutiset to another professional in the building sector.
- 78%** only read the printed version of the paper or both the printed and the digital version.
- 73%** said that each issue is read by one or more reader apart from themselves.

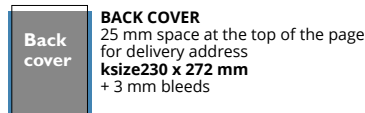
Advertisement sizes



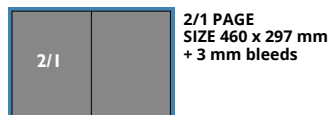
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+ 3 mm bleeds



3. COVER
SIZE 230 x 297 mm
+ 3 mm bleeds



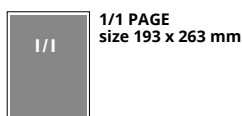
BACK COVER
25 mm space at the top of the page
for delivery address
size 230 x 272 mm
+ 3 mm bleeds



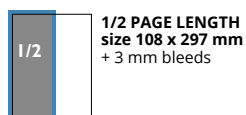
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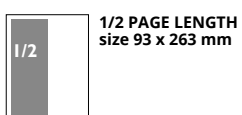
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1/1 PAGE
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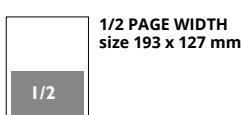
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1/2 PAGE LENGTH
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1/2 PAGE WIDTH
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+ 3 mm bleeds



1/2 PAGE WIDTH
size 193 x 127 mm



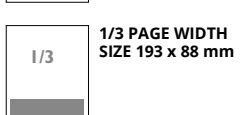
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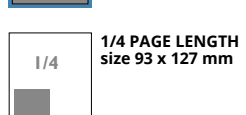
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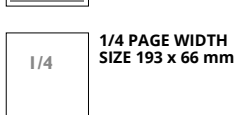
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1/3 PAGE WIDTH
SIZE 193 x 88 mm



1/4 PAGE LENGTH
size 93 x 127 mm



1/4 PAGE WIDTH
SIZE 193 x 66 mm

Advertisement prices

Size	Price €
2. cover	3,700
3. cover	3,700
Back cover	4,100
2/1 page	4,600
1/1 page	3,400
1/2 page	2,300
1/3 page	2,000
1/4 page	1,590
2/1 advertorial	4,900
1/1 advertorial	3,500
1/2 advertorial	2,600

A 24% VAT will be added to prices.

Advertorials

The advertorials in Projektiutiset are created by using the client's texts and images as a base. The price includes binding and reproduction. Our media sales group will also be happy to give you an offer regarding turnkey advertorials.

Screen advertisements

Projektiutiset commonly uses screen advertisements with headlines when presenting projects. The price includes production fees.

Size	Price €
126 x 27 mm	570
126 x 60 mm	870
126 x 93 mm	1,200

A 24% VAT will be added to prices.

Supplements

Clients' advertisements can be included as pull-outs or glued-in supplements in Projektiutiset. Our sales department will be happy to tell you more about our numerous supplement options.

Technical information

Magazine size	230 x 297 mm
Number of columns	3
Column width	60 mm
Printing method	Offset
Raster frequency	70 lines/cm (175 lines/t)
Resolution	300 dpi
Paper	100 g Novapress Silk
Covers	170 g Novapress Gloss
Binding	Adhesive binding
Printing place	AS Printall
Bleeds	3 mm
Images	in CMYK format

Delivery of material

Via e-mail

aineistot@projektiutiset.fi

By mail

RPT Docu Oy
Ruukinkuja 3
02330 ESPOO

Via data transfer

FTP, instructions available in the editorial office.
With data transfers files must be zipped before sending.

Data format

Printable PDF

Other file formats

Printable files EPS, TIFF, JPG Check compatibility of files.
Additional information:
Binding, (09) 80991202.

Note

Images and graphics must be in CMYK process colours (no images in RGB format and no spot colours).
Image resolution 300 dpi. Colour content of images max 300 %. Colour profile in images ISOcoated_v2 300. icc. Bleeds 3 mm. Texts must be vectored or fonts incorporated.
Advertiser's name and issue number must be included in the e-mail's subject field.

Delivery address for supplements

Address available in the editorial office.

PROJEKTUUTISET

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