

# SÄHKÖALA

## MEDIA CARD 2009

### PUBLISHER

The Electrical Contractors' Association of Finland STUL  
www.stul.fi

### PUBLISHING COMPANY

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### CIRCULATION

2 252 copies (audited 2008)  
Average print run 2 600 copies

52<sup>nd</sup> year of publication

### TECHNICAL INFORMATION

Page size: A4  
Print area: 210 x 297 mm  
Binding: glued binding

Printing method: offset

Paper:

Inside pages: G-Print 100 g/m, matt  
Cover: Galerie Art Gloss 200 g /m<sup>2</sup>



## Sähköala – the best information link to the electrical sector!

Sähköala's technical-financial articles provide electrical and telecommunications sector professionals with the latest information every month – as they have for the past 51 years.

Sähköala's regular columns deal with subjects of interest to readers – current electrical and telecommunications implementations in building projects, installation regulations, electricity distribution, legal questions, new technologies, and discussion themes, as well as important people in the electrical sector. Sähköala magazine is supplemented by an electronic version at the website [www.sahkoinfo.fi/sahkoalalehti](http://www.sahkoinfo.fi/sahkoalalehti), which also acts as an article and advertisement database for the magazine's subscribers.

Sähköala's articles stay fresh for a long time – so readers don't throw it away quickly.

An information package, Sähköala Koti, intended for small-house builders and home improvers, has established itself among consumers, and will appear in March 2009.

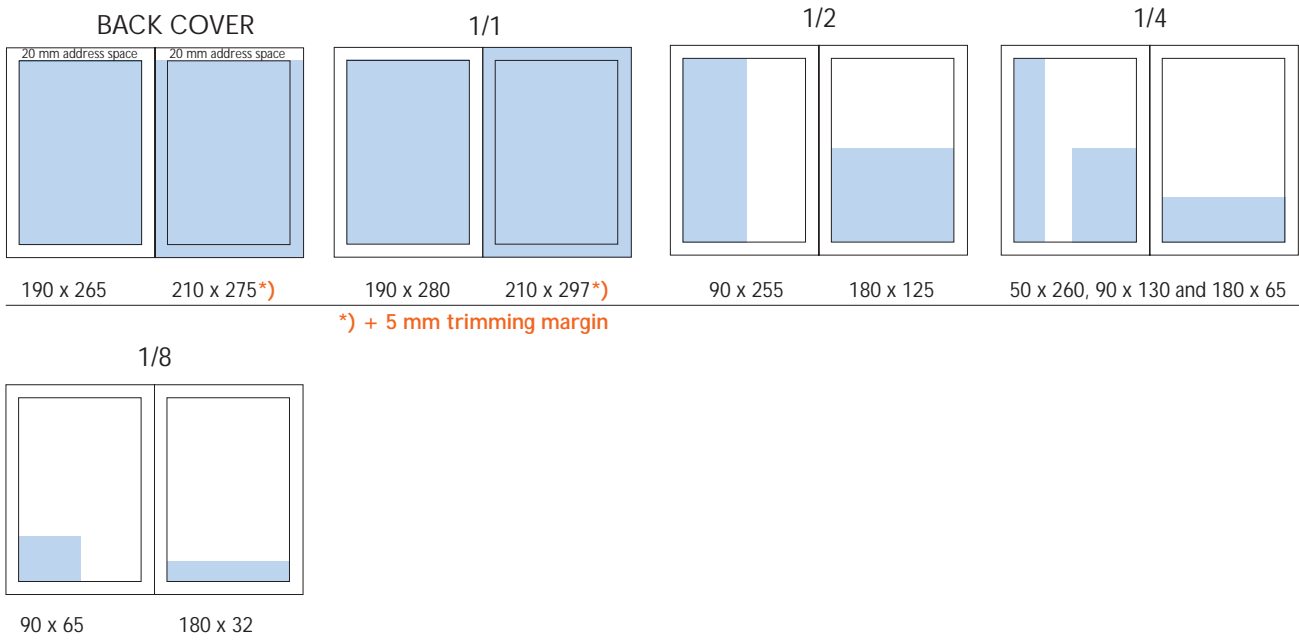
## Advertisement reservation and material deadlines in 2009

SÄHKÖALA	No.	Reservations	Material deadline **)	Publication date	Themes
A data bank for electrical and tele-sector professionals appearing 10 times a year, in at least 68 pages.	1–2	21.1.	23.1.	9.2.	Lighting
	3 *)	23.1.	6.2.	6.3.	Sähköala Koti (see separate media card)
	4	13.3.	18.3.	6.4.	Distribution networks: construction, operation, maintenance
	5	15.4.	17.4.	6.5.	Antenna, telecommunications and data networks
Special themes account for about 25 % of the contents, but 50 % in special numbers on electric lighting.	6–7	15.5.	20.5.	5.6.	Maintenance and service, inspections
	8	26.6.	28.7.	13.8.	Lighting
	9	18.8.	21.8.	7.9.	Electric heating and energy efficiency
	10	17.9.	21.9.	6.10.	New products
Subscription for 2009 € 80 for new subscribers, standing order € 70, 6 months € 49.	11	19.10.	22.10.	6.11.	Information and security systems in buildings
All subscriptions are prepaid.	12	12.11.	18.11.	4.12.	Tools and measuring devices, work safety

These dates may change due to special themes etc.

\*) Special number for small-house builders. Print run 35 000 copies \*\*) Ready-to-print pdf.

## ADVERTISEMENT SIZES



## ADVERTISING PRICES 2009

	Back cover	1/1	1/2	1/4	1/8
4-colour	3 500 e	3 000 e	2 000 e	1 500 e	1 000 e

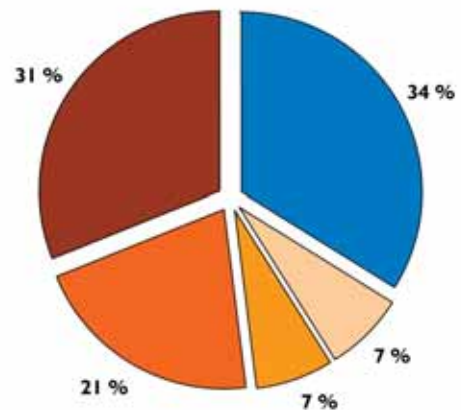
22 % VAT will be added to all prices

INTERNET ADDRESS DIRECTORY	
4-colour	
Size, mm	Price/12 months
32,5 x 15	350 e
In both Sähkömaailma and Sähköala together	
	550 e

ENCLOSURES will be priced separately.

### DISTRIBUTION OF SÄHKÖALA MAGAZINE 2008

Electrical and telecommunications contractors	34 %
Electrical designers	7 %
Energy and telecommunications companies	7 %
Industry and wholesale trade	21 %
Others	31 %



Sähköala's media data can also be found on the website: [www.sahkoala.fi](http://www.sahkoala.fi) > Lehtien mediakortit

**PRINTER**  
 Forssan Kirjapaino Oy

**ADVERTISING MATERIAL**  
 Ready-to-print pdf file.  
 CMYK-colour. Resolution 300 dpi.  
 E-mail: auli.ekroos@stul.fi

Additional charges for advertisements  
 Additional work will be invoiced separately.

**CHANGES TO ADVERTISEMENT PRICES AND TERMS**  
 Advertisement prices and terms apply for the time being. The magazine reserves the right to make changes. Changes will be announced one month before they come into force.

**REFUSAL**  
 The magazine is entitled to refuse to publish an advertisement.

**LIABILITY FOR ERRORS AND CLAIMS**  
 The advertiser is responsible for ensuring that the publication of material given to the magazine does not infringe anyone's copyright and that the advertisement conforms to laws and decrees. The magazine will not be liable for damages arising from the omission of an advertisement, nor from its not being able to publish an advertisement on the set date. Claims arising from an erroneous advertisement must be made in writing within 14 days of publication of the magazine.

**CANCELLATION OF ADVERTISEMENTS**  
 To be made in writing by the material deadline at the latest. If cancellation takes place after the deadline, the magazine reserves the right to invoice the entire price of the advertisement.

**PAYMENTS**  
 Sähköinfo Oy  
 Business code 0196590-4

**Payment terms**  
 14 days net. Interest on arrears 11.5 % .

**Bank**  
 Nordea 124730-83589