

Sähkömaailma – a information flow worth money!

PUBLISHER

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

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ADVERTISING SALES

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CIRCULATION

5 235 copies (audited 2009)
Average print run 5 500 copies
25th year of publication

TECHNICAL INFORMATION

Size: tabloid
Print area: 290 x 420 mm
Column width: 38 mm
Number of columns: 6
Printing method: offset
Paper: G-Print 80 g/m²

Printer: Forssan Kijapaino Oy

SUBSCRIPTION PRICES 2010

Standing order € 39,00
Single-year order € 45€00



As the sector's most widely read newspaper, Sähkömaailma uses its 25-year's experience to illuminate matters in the electrical and telecommunications sector and report on its events.

Sähkömaailma appears 11 times a year, with at least 28 pages in each issue. The newspaper is read not only by professional electricians, but also by people employed in industry and building, as well as by public officials and students.

Members of the Electrical Contractors' Association of Finland STUL receive subscriptions to Sähkömaailma and also their own membership bulletin as a supplement to the paper.

Advertisement reservation dates and material deadlines for 2010

Number 1 will be distributed to visitors to the Electricity, Telecommunications, Light, and AV trade fairs.
Print run about 20 000 copies.

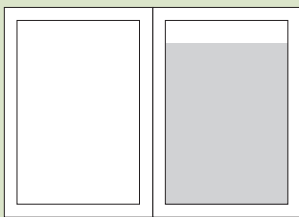
Numbers 4 and 11 will appear on Electrical Contractor Days.

No	Reservations	Material deadline *)	Publication date
1	22.12.09	8.1.	22.1.
2	28.1.	4.2.	19.2.
3	26.2.	5.3.	19.3.
4	2.4.	12.4.	27.4.
5	23.4.	29.4.	20.5.
6-7	26.5.	2.6.	17.6.
8	29.7.	6.8.	20.8.
9	27.8.	6.9.	21.9.
10	29.9.	5.10.	20.10.
11	3.11.	15.11.	30.11.
12	18.11.	26.11.	13.12.

These dates may change due to special themes etc. *) Ready-to-print pdf.

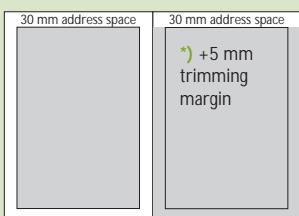
Advertisement sizes and prices 2010

Front page 256 x 310



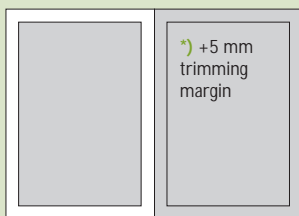
6 150,-

Back page 270 x 375 and 290 x 390 *)



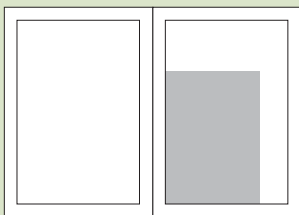
5 300,-

1/1 256 x 380 and 290 x 420 *)



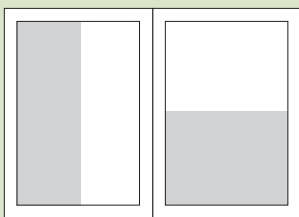
4 250,-

A4 210 x 297



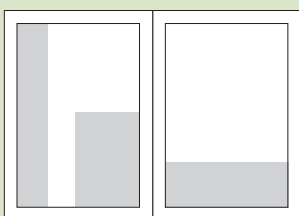
3 400,-

1/2 124 x 360 and 256 x 177



2 800,-

1/4 65 x 360, 124 x 177 and 256 x 97



1 650,-

1/8 65 x 180 and 124 x 90



1 200,-

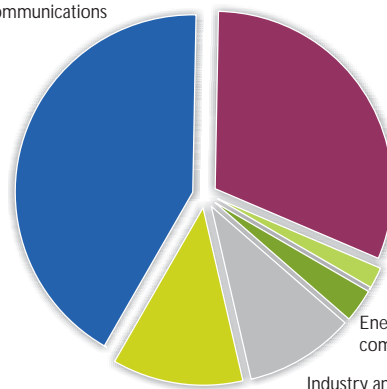
Special service directory 4-colour		Internet address 4-colour	
Size/mm	Price/year	Size/mm	Price/12 month
38 x 30	€ 405	32,5 x 15	€ 350
38 x 60	€ 595	In both Sähkömaailma and Sähköala together € 550	
38 x 90	€ 825		
38 x 355	€ 1 650		

22 % VAT will be added to all prices.

The name and address information required for posting magazines are printed by inkjet on the back page of the magazine. The space required for the address is 30 mm at the upper edge of the back page.

DISTRIBUTION OF SÄHKÖMAAILMA 2009

Electrical and telecommunications contractors 42 %



Special contractors 31 %

Electrical designers 2 %

Energy and telecommunications companies 3 %

Industry and wholesale trade 10 %

Others 12 %

ADVERTISING MATERIAL

Ready-to-print pdf file.
CMYK-colour. Resolution 300 dpi.
E-mail: auli.ekroos@sahkoinfo.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