



Sähkömaailma

– AN INFORMATION FLOW WORTH MONEY

PUBLISHER

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

PUBLISHING FIRM

Sähköinfo Oy, www.sahkoinfo.fi

PRICES 2020

Standing order 53,00 € (+ alv.)
Single-year order 59,00 € (+ alv.)
Single copy 6,50 € (+ alv.)

EDITORIAL STAFF

Editor-in-Chief: Kai Puustinen
kai.puustinen@stul.fi

Managing Editor: Ari Uusitalo
Tel. + 358 9 5476 1305
ari.uusitalo@sahkoinfo.fi

Editor: Mikko Arvinen
Tel. +358 9 5476 1304
mikko.arvinen@sahkoinfo.fi

ADVERTISING SALES

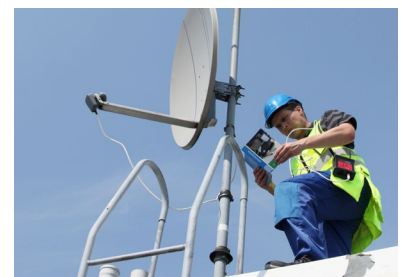
Martti Karhu
Tel. +358 41 453 4069 or
+358 9 5476 1303
martti.karhu@sahkoinfo.fi

CIRCULATION

4 292 copies (audited 2019)
Print run about 5 000 copies
36th 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: Forssa Print Oy



Photos: Mikko Arvinen, Ari Uusitalo ja Erika Forsén

As the sector's most widely read newspaper, Sähkömaailma uses its over 30-year's experience to illuminate matters in the electrical and telecommunications sector and report on its events.

The experts appeared in the paper include electrical and telecommunications contractors, electricians and telecommunications engineers, as well as antenna engineers while the subjects dealt with include electrical networks, telecommunications, security and antenna systems, lighting, heating, energy efficiency, energy savings, etc.

Sähkömaailma appears 11 times a year, with at least 28 pages in each issue. The newspaper is read not only by professionals in the field of electricity, 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.

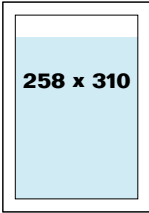
MEDIACARD 2020

NUMBER	MORE INFORMATION	RESERVATION	MATERIAL DATE	PUBLICATION DATE
1	Magazine will be distributed to Jyväskylä Sähkö-, Tele-, Valo- ja Av -fair visitors	20.12.	2.1.	30.1.
2		10.1.	20.1.	21.2.
3		17.2.	27.2.	26.3.
4		13.3.	23.3.	23.4.
5		20.4.	30.4.	29.5.
6-7		19.5.	29.5.	25.6.
8		21.7.	31.7.	27.8.
9		14.8.	26.8.	24.9.
10		11.9.	23.9.	22.10.
11	Number will appear on Electrical Contractor Days	12.10.	22.10.	20.11.
12		6.11.	18.11.	17.12.

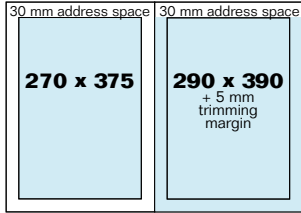
These dates may change due to postal delivery changes, special themes etc.

ADVERTISEMENT SIZES AND PRICES 2020

Front cover

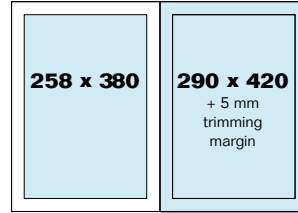


Back cover

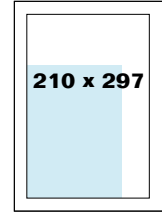


The name and address information required for posting magazines are printed by inkjet on the back page of the magazine. **The space required for the address is 30 mm at the upper edge of the back page.**

1/1-page



A4



ADVERTISEMENT PRICES

SIZE	PRICE
Front cover	6 150 €
Back cover	5 300 €
1/1-page	4 250 €
A4	3 400 €
1/2-page	2 800 €
1/4-page	1 650 €
1/8-page	1 200 €

24 % VAT will be added to all prices. Enclosures will be priced separately.

Special service directory 4-colour

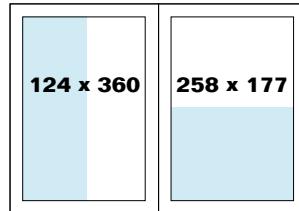
SIZE	PRICE
38 x 30	405 € / 12 month
38 x 60	595 € / 12 month
38 x 90	825 € / 12 month
38 x 355	1 650 € / 12 month

Internet address directory, 4-colour

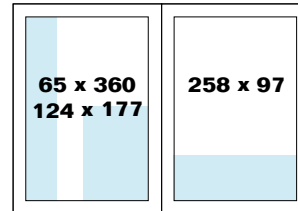
Size 32,5 x 15 mm, / 12 month

In both Sähköala and Sähkömaailma } together / € 550 12 month

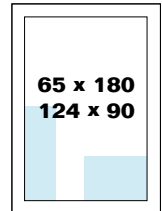
1/2-page



1/4-page

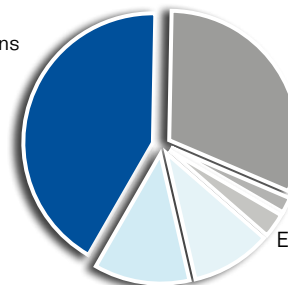


1/8-page



DISTRIBUTION OF SÄHKÖMAAILMA 2019

Electrical and telecommunications contractors 42 %



Special contractors 31 %

Electrical designers 2 %

Energy and telecommunications companies 3 %

Industry and wholesale trade 10 %

Others 12 %

READER SURVEY 2013

Respondents occupational group:

Electrician	5 %
Other employee	5 %
Clerical worker	29 %
Manager	32 %
Self-employed	25 %
Student	1 %
Pensioner	3 %

Survey shows that 89 percent of respondents think Sähkömaailma is either good or very good news source. Number of readers per one newspaper (3,37) is more than the average of trade papers (2,3) as was shown in a study by Taloustutkimus.

Sähkömaailma received hardly any bad reviews.

ADVERTISING MATERIAL

Ready-to-print pdf file.

CMYK-colour. resolution 300 dpi.

E-mail: anne.dannemann@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

Payment terms

14 days net. Interest on arrears 8 %

Bank

Nordea FI56 1247 3000 0835 89

Sampo FI92 8000 1200 0588 58

PUBLISHING FIRM

Sähköinfo Oy

P.O. Box 55, FIN-02601 Espoo

Tel. +358 9 547 610

www.sahkomaailma.fi

www.sahkoala.fi