

# Sähköala

2020

MEDIA CARD

## PUBLISHER:

The Electrical Contractors' Association of Finland STUL

## PUBLISHING FIRM:

Sähköinfo Oy

## SUBSCRIPTION PRICES 2020

Standing order € 90,00 (+VAT)

One year € 99,00 (+VAT)

## EDITORIAL STAFF

Editor-in-Chief: Kai Puustinen

kai.puustinen@stul.fi

Managing Editor: Maria Heinola

Tel. +358 9 5476 1301

maria.heinola@sahkoinfo.fi

## ADVERTISING SALES

Martti Karhu

Tel. +358 41 453 4069 or

+358 9 5476 1303

martti.karhu@sahkoinfo.fi

## CIRCULATION

2 897 (LT 2018)

Average print run 2019: 6 000 copies

63 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>

Printer: Forssa Print

ISSN 0789-5437

Sähköala is a member of the Finnish Periodical Publishers Association.



Jani Karasti

Sähköala magazine is a heavy packet of information for professionals in the electrical and information-technology sectors, who wish to keep up with the time and update their knowledge. The magazine covers the new standards and the latest technology from LEDs to KNX and from smart networks to microchannels.

Sähköala's articles cover electricity distribution, lighting, energy efficiency, data communications and networks, as well as automation and security systems. The magazine also presents interesting building projects and portrays innovative people from the sector. Sähköala's articles stay fresh for a long time and that's why magazines are being held on to for many years.

During its history spanning more than half a century, the magazine

has gained a strong position in the vanguard of the most respected publications in the sector. The magazine's fresh new appearance has delighted many readers while the contents are now not only visually attractive but still contain solid information. The printed magazine is complemented by an electronic version, which also acts as an article and advertisement database for the magazine's subscribers. It can be found at the website [severi.sahkoinfo.fi](http://severi.sahkoinfo.fi).

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

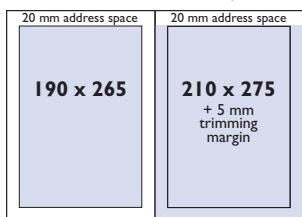
NUMBER	THEMES	RESERVATIONS	MATERIAL	PUBLICATION DATE
1-2	Distribution networks	8.1.	13.1.	3.2.
3*)	Sähköala Koti (see separate media card)	14.1.	3.2.	9.3.
4	Energy efficiency, electrical heating, and distributed energy production	5.3.	16.3.	6.4.
5	Lighting	2.4.	14.4.	6.5.
6-7	Maintenance and servicing, inspections	11.5.	18.5.	10.6.
8	Ventilation	11.6.	22.6.	19.8.
9	Antenna, telecommunications and data networks	12.8.	21.8.	14.9.
10	New products	11.9.	16.9.	7.10.
11	Lighting	1.10.	5.10.	4.11.
12	Automation and security systems	11.11.	19.11.	10.12.

\*) Special number for small-house builders. Print run 33 000 copies.

These dates may change due to special themes etc.

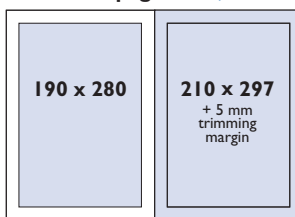
# ADVERTISEMENT SIZES AND PRICES 2020

## Back cover 3 500,-

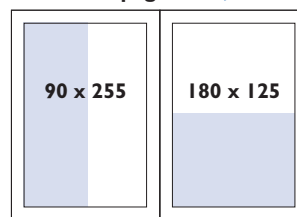


The name and address information required for posting magazines are printed by inkjet on the back page of the magazine. **The space required for the address is 20 mm at the upper edge of the back page.**

## 1/1 page 3 000,-



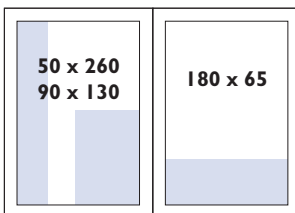
## 1/2 page 2 000,-



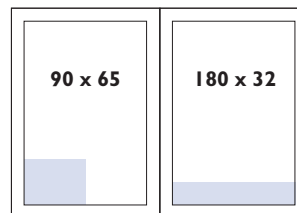
## ADVERTISEMENT PRICES

SIZE	PRICE
Back cover	3 500 €
1/1 page	3 000 €
1/2 page	2 000 €
1/4 page	1 500 €
1/8 page	1 000 €

## 1/4 page 1 500,-



## 1/8 page 1 000,-



## Internet address directory, 4-colour

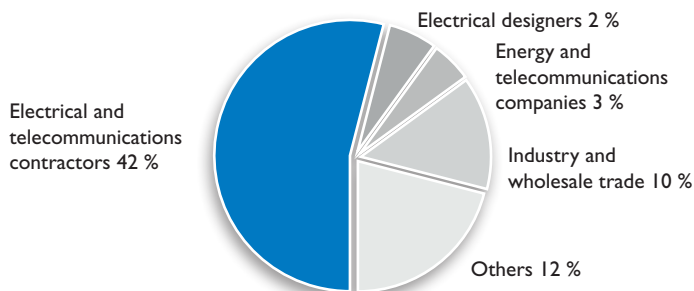
Size 32,5 x 15 mm, e 350 / 12 month

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

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

Advertising sales: Martti Karhu,  
tel. +358 41 453 4069 or +358 9 5476 1303,  
martti.karhu@sahkoinfo.fi

## DISTRIBUTION OF SÄHKÖALA MAGAZINE 2019



## ADVERTISING MATERIAL

Ready-to-print pdf file.  
CMYK-colour. Resolution 300 dpi.  
E-mail: [johannes.finne@sahkoinfo.fi](mailto:johannes.finne@sahkoinfo.fi)

Additional charges for advertisements  
Additional work will be invoiced separately.

## CHANGESTOADVERTISEMENT PRICESANDTERMS

Advertisement prices and terms apply for the time being. The magazine reserves the right to make changes.

## 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 8,5 %.

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  
Fax +358 9 5476 1310  
[sahkoala@sahkoinfo.fi](mailto:sahkoala@sahkoinfo.fi)  
[www.sahkoala.fi/lehti](http://www.sahkoala.fi/lehti)  
[www.sahkoinfo.fi](http://www.sahkoinfo.fi)  
[www.stul.fi](http://www.stul.fi)