



# RPT PROJEKTUUTISET



## MEDIA CARD 2017

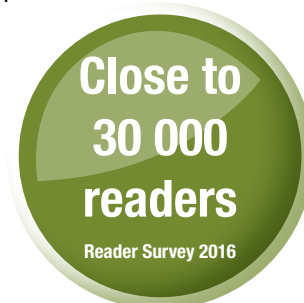
### Magazine for professionals in construction business

The range of projects presented in Projektiutiset magazine is made to provide a cross-section of construction in Finland in terms of building type, architecture, location and function. Chosen projects give a representative picture of today's architecture, structural design and building systems. Projektiutiset reaches all of the most powerful decision-making groups within construction business; circulation is based on RPT Docu Oy's own up-to-date database.

- Building owners
- Building developers
- Project managers
- Contractors
- Architects
- Interior architects
- Structural engineers
- Electrical and automation engineers
- Heating, plumbing and ventilation engineers
- Researchers, instructors

[www.projektiutiset.fi](http://www.projektiutiset.fi)

Projektiutiset is also online. Projects presented serve a large range of topical building materials and solutions. Projektiutiset online is a great platform to show your products and services in their final surroundings.



## Date of issue and themes 2017

Number	Published	Ad-material	Theme
1	16.2.	30.1.	Inner climate, Energy
2	6.4.	17.3.	Facade, Insulation
3	8.6	19.5	Residential building, Interior design
4	7.9.	18.8	Property Development
5	26.10	2.10	Rebuilding
6	14.12.	20.11.	Building trends, Smart buildings, Security

### Even a small advertisement will have great effectiveness

Projektiutiset is focusing on presenting recently completed construction projects. The advertisements in connection with the projects tell to decision makers which companies are responsible for the implementation.

### Projektiutiset Reader Survey (6/2016) tells us:

- 60%** of all respondents have recommended a Projektiutiset-article to a colleague
- 78%** of all respondents read only the printed version of Projektiutiset or printed and web-version together
- 73%** of all respondents say that each copy of Projektiutiset is read by two or more persons.

## ADVERTISEMENT SIZES



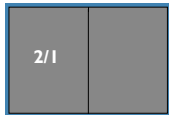
**INSIDE FRONT COVER**  
size 210 x 297 mm  
+ 3 mm bleeds



**INSIDE BACK COVER**  
size 230 x 297 mm  
+ 3 mm bleeds



**BACK COVER**  
Note: address requires 25 mm from the top  
size 230 x 272 mm  
+ 3 mm bleeds



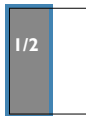
**2/1 PAGE**  
size 460 x 297 mm  
+ 3 mm bleeds



**1/1 PAGE**  
size 230 x 297 mm  
+ 3 mm bleeds



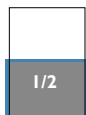
**1/1 PAGE**  
size 193 x 263 mm



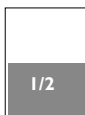
**1/2 PAGE VERTICAL**  
size 108 x 297 mm  
+ 3 mm bleeds



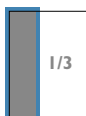
**1/2 PAGE VERTICAL**  
size 93 x 263 mm



**1/2 PAGE HORIZONTAL**  
size 230 x 142 mm  
+ 3 mm bleeds



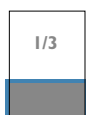
**1/2 PAGE HORIZONTAL**  
size 193 x 127 mm



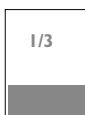
**1/3 PAGE VERTICAL**  
size 75 x 297 mm  
+ 3 mm bleeds



**1/3 PAGE VERTICAL**  
size 60 x 263 mm



**1/3 PAGE HORIZONTAL**  
size 230 x 99 mm  
+ 3 mm bleeds



**1/3 PAGE HORIZONTAL**  
size 193 x 88 mm



**1/4 PAGE VERTICAL**  
size 93 x 127 mm



**1/4 PAGE HORIZONTAL**  
size 193 x 66 mm

## ADVERTISEMENT RATES

Size	Rate €
Inside front cover	3 700
Inside back 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 p. advertorial	4 900
1/1 p. advertorial	3 500
1/2 p. advertorial)	2 600

### ADVERTORIALS

Advertorials are implemented according to the customer's script and images. Costs for layout and reproduction work are included. Also a turnkey solution is available; our sales team will give you the price.

### BOX ADVERTISEMENT

Advertisements with headings on project presentation pages.

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

### ENCLOSURES

Our sales team will give you the price.

## TECHNICAL INFORMATION

Size	230 x 297 mm
Columns	3
Column width	60 mm
Printing method	Offset
Screen density	70 lines/cm (175 ines/inch)
Print quality	300 dpi
Paper	80 g UPM Star Silk
Covers	170 g Maxisilk
Binding	Glue binding
Printing house	AS Printall
Bleeds	3 mm
Images	CMYK format

Quality!

## SUBMISSION OF MATERIALS

E-mail

aineistot@projektiutiset.fi

Mail

RPT Docu Oy  
Ruukinkuja 3  
FI-02330 Espoo, Finland

File transfer

FTP. Ask for detailed information.  
Files need to be compressed before sending (.zip).

File format

Print quality PDF

Other accepted formats

EPS, TIFF, JPG. For additional information contact ms Kati Raivonen, tel. +358 9 8099 1202.

Notice

Images and graphics should be in process colors (no RGB or spot colors). Image resolution of 300 dpi. Color quantity max 300 %, color profile ISOcoated\_v2 300.icc. Texts as vector graphics or fonts included. Please fill in the company name and the issue number on the subject field. Always include prints with advertisements!

Delivery address for enclosures

Contact mrs Outi Savunen  
outi.savunen@rpt.fi

**Circulation 12 000**  
**Reprinting for special editions**

**Greatest  
building  
projects  
in Finland  
since 1988!**

**PROJEKTIUTISET**

Member of Finnish Periodical Publishers' Association (FPPA) ISSN 0786 – 8081

### EDITOR IN CHIEF

Jaana Ahti-Virtanen (09) 8099 1220  
jaana.ahti-virtanen@rpt.fi

### MEDIA ASSISTANT

Outi Savunen (09) 8099 1251  
outi.savunen@rpt.fi

### LAYOUT

Kati Raivonen (09) 8099 1202  
kati.raivonen@rpt.fi

### ADVERTISING SALES TEAM

Sales Manager  
Nina Strahlendorff 040 830 1229  
nina.strahlendorff@rpt.fi

Riitta Paajes (09) 8099 1222  
riitta.paajes@rpt.fi

Ulla Höckerstedt 0400 893 739  
ullah@rpt.fi

### PUBLISHER

RPT Docu Oy  
Ruukinkuja 3,  
02330 ESPOO  
(09) 809 911  
www.rpt.fi

Payee  
Business ID

RPT Docu Oy  
0727323-9

Nordea IBAN FI09 1432 3000 0723 63  
SWIFT/BIC NDEAFIHH  
Swedbank IBAN FI60 3810 0000 0077 93  
SWIFT/BIC SWEDFIHH