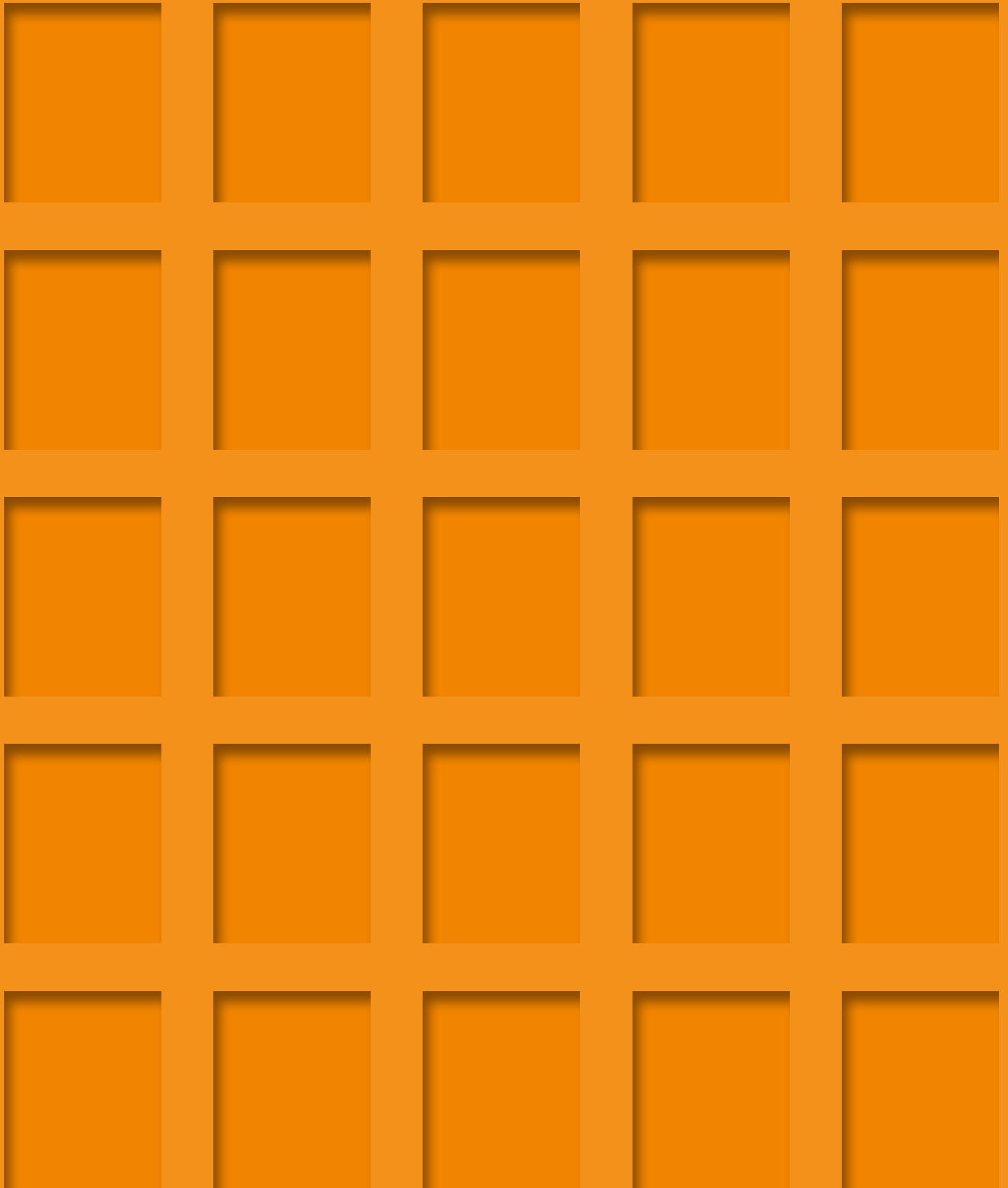


Media Guide 2019



Media Guide 2019

ark



FULL PAGE
3 760 €

6 issues / year

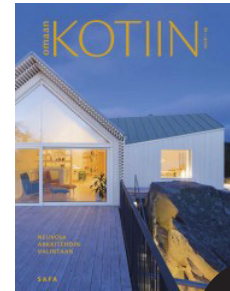
au



FULL PAGE
2 210 €

12 issues / year

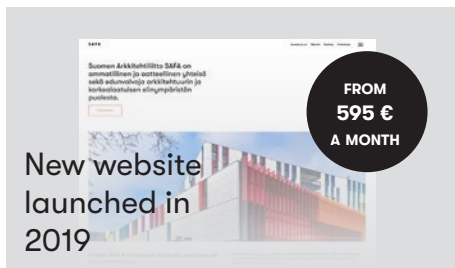
omaan KOTIIN



ASK FOR MORE INFO

upcoming 2020

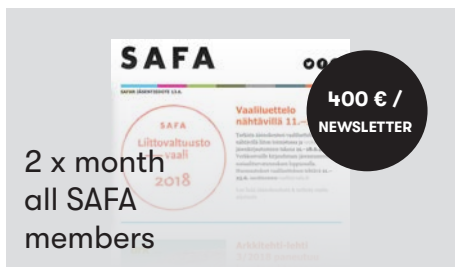
www.safa.fi



FROM
595 €
A MONTH

New website
launched in
2019

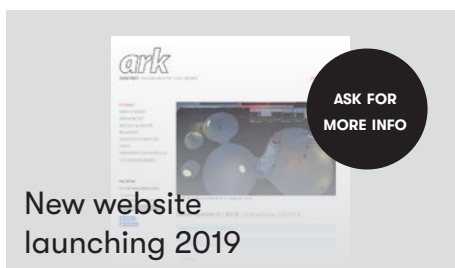
SAFA newsletter



400 € /
NEWSLETTER

2 x month
all SAFA
members

www.ark.fi

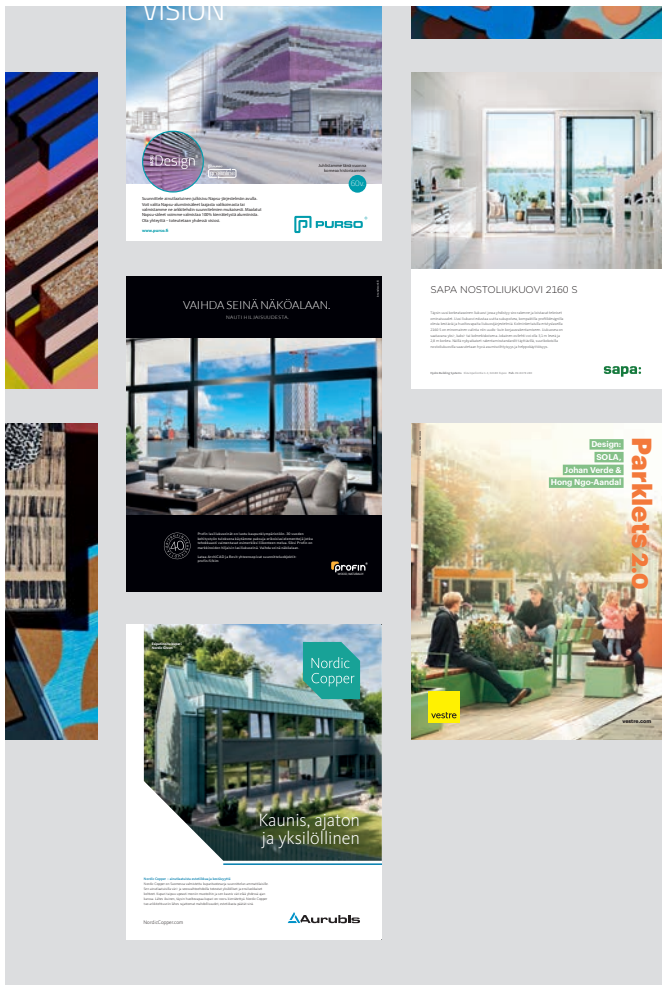


ASK FOR MORE INFO

New website
launching 2019

Finnish architecture and design industry employs a growing number of experts working with an expanding spectrum of projects and challenges. Architects hold major influence over decisionmaking and acquisitions in the built environment – in all scales. SAFA’s publications offer focused platforms for getting your message through to a readership with special interest in quality products, services and new alternatives, as well as technology, lifestyle, design and culture.

Find out more info in our rate cards!



The Finnish Association of Architects SAFA is the foremost architectural publisher in Finland. Our print and digital media products serve as valued sources of information for discerning industry professionals and decisionmakers. Partnering with SAFA offers a professional platform and targeted visibility for your products and services.

Ads & Sales

Inquiries on advertising with SAFA

Saarsalo Oy
Sorkkalantie 394
33980 Pirkkala



Timo Lepistö
timo.lepisto@saarsalo.fi
+358 44 534 9878



Maria Ahoranta
maria.ahoranta@saarsalo.fi
+358 44 243 3519

**Inquiries on education and
job advertisements:
au@safa.fi**

Prices and alterations concerning the media card

Prices are valid from 1.1.2019 and apply to all issues published in 2019. Additional costs arising from laws, regulations or other actions by authorities will increase our prices accordingly as from the date of enforcement. We reserve the right to alter the rate cards and all the information contained therein. All prices are exclusive of VAT.

Cancellation of advertisements

Extra costs charged by the printers due to late submission of advertising material will be charged to the client. Cancellation of advertisements shall be made in writing to the advertising sales agency no later than the advertisement space deadline date. The client will be charged 40 % of the advertisement price for late cancellations.

Liability and claims

The client is liable for the compliance of the material supplied and for ensuring that the material and proofs correspond. The publisher or the printers are not responsible for editing the material to correspond to the proofs without compensation. Any claims must be submitted in writing within seven (7) days of the publication of the journal. At maximum the liability of the journal for any errors is limited to the price of the advertisement. The publication may exercise its discretion not to publish any advertisement.

Discounts

- annual contract discounts according to advertising volume
- repeat order discount upon agreement
- package discounts in SAFA publications upon agreement

Terms and details of payment

14 days net, interest on arrears as stipulated by legislation. Bank details: Suomen Arkkitehtiliitto, FI46 1521 3000 0095 24

ark

Arkkitehti is the Leading Authority on Finnish Architecture

Establish direct contact with Finnish architects, urban designers, planners and experts, thinkers and decisionmakers in building, planning and design.

Fresh New Look 2019!

ARK 5/2018 – Amos Rex Art Museum, Helsinki – JKMM Arkkitehti – Photo: Tuomas Uusheimo

Finnish Architectural Review

ADVERTISING & SALES

Saarsalo Oy
Sorkkalantie 394
33980 Pirkkala

Sales Representatives
Timo Lepistö +358 44 534 9878
Maria Ahoranta + 358 44 243 3519

firstname.lastname@saarsalo.fi

Arkkitehti – Finnish Architectural Review
ISSN 0768-3660 (print)
ISSN 2490-0575 (digital)

Since 1903

Audited print circulation 3 837 (2018)

Print run 4 300 (2018)

Total readership 6 800
(2015 Promenade Research)

Distribution of readership

- SAFA members 70%
- Finnish readers 20%
- readers abroad 10%

Member of the Finnish Periodical Publishers' Association (FPPA)

Member of the Association for Cultural, Scientific and Advocacy Magazines (Kultti)

www.ark.fi

Instagram @ark_review
Twitter @ark_review
Facebook @ARKFinnishArchitecturalReview

#arkkitehtilehti
#finnisharchitecturalreview

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Supplement
Pipsa Penttinen
kilpailut@safa.fi
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”Prestigious bilingual architecture and design title.”

The Monocle Travel Guide Series – Helsinki (2018)

93 % keeps magazine

ca. 1 h reading time

80 % will browse again

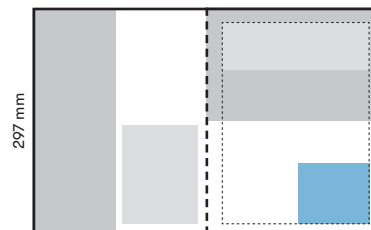
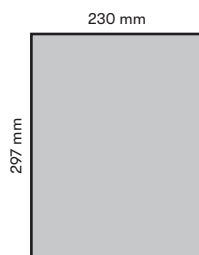
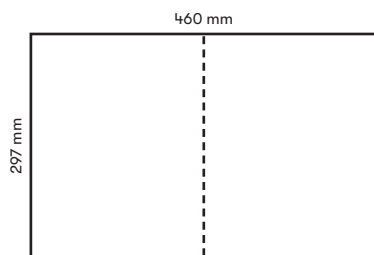
ARKKIITEHTI – Amos Rex Art Museum, Helsinki – JKMM Arkkiitehti – Kuvataiteiden Yhteistyökeskus / Photo: J. Angel Gil Lema

Source: Promenade Research 2015

Publication Schedule 2019

no.	issue out	ad reservation	ad materials	theme (changes possible)	notes
1	6.3.	7.2.	14.2.	URBANITY	Special focus on Oodi central library
2	2.5.	4.4.	11.4.	EDUCATION	University education Learning environments
3	19.6.	23.5.	29.5.	LIVING	Apartments and houses Housing Fair in Kouvola July-August
4	4.9.	8.8.	15.8.	DESIGN	Habitare Furniture Fair Helsinki Design Week September
5	23.10.	26.9.	3.10.	ECOLOGY	Sustainable buildings Energy Efficiency
6	4.12.	7.11.	14.11.	ECONOMY	Architectural Businesses Services, Architectural Export

Print Advertisements



2/1 double page 5 171 €

1/1 back cover 4 700 €

1/2 vertical 110 x 297 mm 2 340 €

Page bleed 3 mm
Area within page margins
195 x 267 mm

1/1 inner front cover 4 310 €

1/2 horiz. 230 x 146 mm 2 340 €

1/1 inner back cover 4 090 €

1/4 vertical 95 x 131 mm 1 630 €

1/1 first page 4 035 €

1/4 horiz. 195 x 63 mm 1 630 €

1/1 full page 3 760 €

full year ad
1/6 page 95 x 80 mm 2 510 €

All print ads are included in the digital facsimile edition.

Full year ads published in six issues.
Ad can be changed with each issue.
Fixed trim size, no borders or bleeds.

Advertisement Inserts

	Finland 3 5700 pcs	SAFA Members 2 900 pcs
2 pages	3 285 €	2 815 €
4 pages	3 495 €	3 030 €
6 pages	3 700 €	3 275 €
8 pages	3 910 €	3 455 €

Web Ads

	width	height		
193 px	400 px	1 month	495 €	
		6 months	2 495 €	
193 px	800 px	1 month	695 €	
		6 months	3 495 €	

Mailed with the publication in plastic wrapping.
Other combinations or circulations available.

The website (www.ark.fi) will receive a complete overhaul during 2019. Information for web ads valid until 30.06.2019.

New
trim size
2019!

Technical Details

- page trim size 230 x 297 mm
- bleed 3 mm all round (not in 1/6 page ads)
- area within page margins 195 x 267 mm
- gutter allowance 10 mm
- paper: Galerie Art Volume 115 g
- cover: linen texture laminated cardboard 260 g (laminated on outer surface)
- perfect binding
- printed by Grano Ltd in Helsinki

Delivery of Materials

- ads@ark.fi
- all sent materials should include information of the advertiser's name, advertisement's type and size and intended issue number
- ad inserts: Nitova Ltd, Sorvaajankatu 15, 00880 Helsinki

Requirements for Print Ads

- high quality PDF files
- fonts embedded
- CMYK (Europe ISO Coated FOGRA39)
- image resolution minimum 300 dpi
- crop marks (not in 1/6 page ads)
- file names should include advertiser's name and the issue number (e.g. 2/2019)

Requirements for Web Ads

- new web ads to be launched 2019

12
issues
per year

followed
by 95 % of
architects

Since
1949

Fresh news and refreshing views

au (Arkkitehtiutiset) is a monthly trade and news magazine for architects and landscape architects. The magazine is also read by real-estate and construction professionals and decision makers as well as interior architects.

au covers news on topical issues in architecture and the construction industry, architectural competitions and other events in the field as well as interviews with major figures in the industry.

Each issue has 52–60 pages, sections for job advertisements and product news, and a separate services directory.

Published also as a digital edition!

Arkkitehtiutiset

ADVERTISING & SALES

Saarsalo Oy
Sorkkalantie 394
33980 Pirkkala

Timo Lepistö +358 44 534 9878
Maria Ahoranta + 358 44 243 3519

firstname.lastname@saarsalo.fi

Arkkitehtiutiset
ISSN 0044-8915

Since 1949

Audited print circulation 4 100 (2018)

Print run 4 400 (2018)

Readers 6 570 (2015 Promenade Research)

Member of the Finnish Periodical Publishers' Association (FPPA). Subscribers include all members of SAFA (architects) and MARK (landscape architects). Distribution of readers:

- architects 70 %
- architecture students 14 %
- landscapearchitects, interior designers and others 16 %

au.safa.fi
Twitter @au_uutiset

Publisher
Suomen Arkkitehtiiliitto SAFA ry
Malminkatu 30
00100 Helsinki

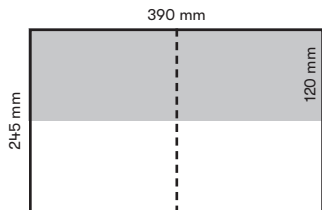
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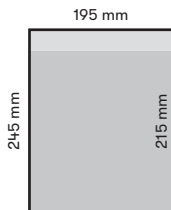
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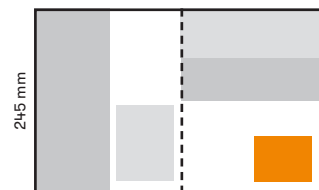
Print Advertisements



2/1 double page 2 750 €
 1/2 half spread 2 210 €
 horizontal



1/1 back cover 195 x 215 mm 2 550 €
 1/1 inside front cover 2 455 €
 1/1 inside back cover 2 335 €
 1/1 page next to table of contents 2 310 €
 1/1 page 2 210 €



1/2 vertic. 96 x 245 mm 1 445 €
 1/2 horiz. 195 x 120 mm 1 445 €
 1/4 vertic. 76 x 100 mm 920 €
 1/4 horiz. 195 x 59 mm 920 €

Page bleed 3 mm
Area within page margins
157 x 205 mm

service directory
 1/6 sivu 76 x 60 mm 1 510 €

Heading listed ads in issues 2, 3, 4, 9, 10 and 11.

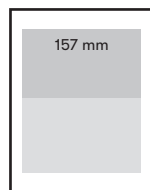
Advertisement Inserts

entire print run

card supplement	1 340 €
2 pages	1 905 €
4 pages	2 165 €

Binding options: loose supplement, tip-ons or bound supplement. Other supplement quotes upon request.

New Products Column



1/1 157 x 190 mm 1 515 €
 1/2 horiz. 157 x 90 mm 1 060 €

Education- and job advertisements

4,20 € / column pmm

1 column	76 mm
2 columns	157 mm

Max height 205 mm (within margins)

Reservation and materials for education and job advertisements:
au@safa.fi

Also available online!

Technical specifications

- page trim size 195 x 245 mm
- area within margins 157 x 205 mm
- page bleed 3 mm
- number of columns 2–3, total column width 157 mm
- LPC 54–60 l/cm, 300 dpi
- offset printing, adhesive binding
- paper Multiart Silk, cover 200 g, pages 115 g
- printed by Grano Ltd, Helsinki

Material specifications

- Offset-printable PDF, crop marks
- fonts embedded or converted
- profile CMYK (Europe ISO Coated FOGRA39)
- minimum image resolution 300 dpi

Delivery of materials

- au@safa.fi
- material must be accompanied by name and issue no. of the publication, client's name and size of ad

Digital editions

- Print advertisements will be also published in the digital edition

”Excellent information source.”

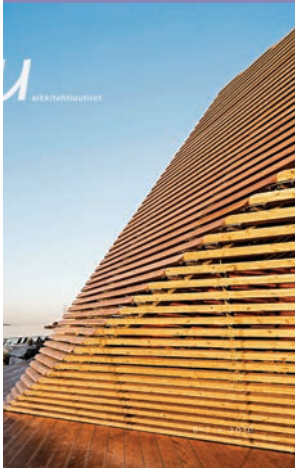
(au readership survey)

Ecophon Akusto™ One
kuulostaa voittajarakkaisuilla

Ecophon Akusto™ One on valittu monesti, mutta ei siksi ole vain valittu. Akusto-soniperheeseen kuuluu uusia eri kokoisia, mallisia ja värisiä akustoja. Akustoilla on helppo laada työpöytä, jossa Akusto on hyvä olla ja helppo asennuttaa osien painavilla.

ku: lahti ecophon.fi/akusto.

Ecophon
Akusto™
A SOUND EFFECT ON PEOPLE



RAKENTAVAA YHTEISTYÖTÄ

Rakentavaa yhteistyötä

Rakentamisen tulos on valittu monesti, mutta ei siksi ole vain valittu. Akusto-soniperheeseen kuuluu uusia eri kokoisia, mallisia ja värisiä akustoja. Akustoilla on helppo laada työpöytä, jossa Akusto on hyvä olla ja helppo asennuttaa osien painavilla.

RAKENTAVAA YHTEISTYÖTÄ

Move in.
Move around.
Move out.

lippu
spoon
Martela



Publication Schedule 2019

published on Thursdays

issue	publ.date	ad reservation	materials by*
1	31.1.	7.1.	14.1.
2	28.2.	4.2.	11.2.
3	28.3.	4.3.	11.3.
4	25.4.	1.4.	5.4.
5	23.5.	29.4.	6.5.
6-7	20.6.	27.5.	3.6.

issue	publ.date	ad reservation	materials by*
8	29.8.	5.8.	12.8.
9	26.9.	2.9.	9.9.
10	24.10.	30.9.	7.10.
11	21.11.	28.10.	4.11.
12	19.12.	25.11.	2.12.

* print-ready pdf



400 €
per
newsletter

Quick and Easy Contact with SAFA Members

The official SAFA newsletter is published bi-weekly on Wednesdays. Included are news about current events, education, architectural competitions and other relevant membership information.

SAFA e-bulletin reaches Finnish architects and students in the field!



SAFA News Bulletin

ADVERTISING & SALES

Saarsalo Oy
Sorkkalantie 394
33980 Pirkkala

Timo Lepistö +358 44 534 9878
Maria Ahoranta + 358 44 234 3519

firstname.lastname@saarsalo.fi

Technical specifications

- image size 400 x 400 px
- image format jpg or png
- linking to an URL possible

Delivery of materials

- Materials due by 12 noon on Tuesdays at tiedotus@safa.fi

SAFA Jäsenyys Koulutus ja ura Kilpailut Valkutamme Osallistuminen Q ☰

2019 WORLD CIRCULAR ECONOMY FORUM 3 - 5 JUNE

Front-page ad 595 € per month

Advertorial 895 € per month

New Visibility on Our Website

SAFA's newly updated website is the main interface to our services and day-to-day communications. It allows you to reach SAFA members nationwide, as well as key actors in the media and followers of Finnish architecture.

Advertising at SAFA.fi

ADVERTISING & SALES

Saarsalo Oy
Sorkkalantie 394
33980 Pirkkala

Timo Lepistö +358 44 534 9878
Maria Ahoranta + 358 44 234 3519

firstname.lastname@saarsalo.fi

Frontpage banner ad

- image size 650 x 365 px
- image format .jpg or .png
- title text max 70 characters
- URL link to advertiser's website

Advertorial article

- "advertorial" article on SAFA's website
- text, images and titles according to website's style and publishing guidelines
- banner on the frontpage
- 650 x 365 px (jpg or png) + title
- article can be any length
- all article materials should be delivered ready for publishing

Delivery of materials

- email: julkaisut@safa.fi with cc: tiedotus@safa.fi

For job advertisements on SAFA.fi website please contact:
julkaisut@safa.fi