

Media Guide 2020

ark



FULL PAGE
3 760 €

6 issues / year

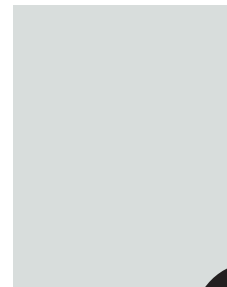
au



FULL PAGE
2 210 €

12 issues / year

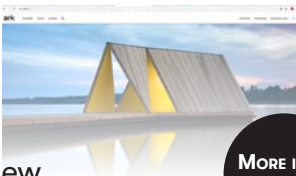
omaan **KOTIIN**



MORE
INFO
COMING

currently rebranding

www.ark.fi



All new
website

MORE INFO
COMING

www.safa.fi



All new
website

FROM
1 100 €
A MONTH

SAFA newsletter



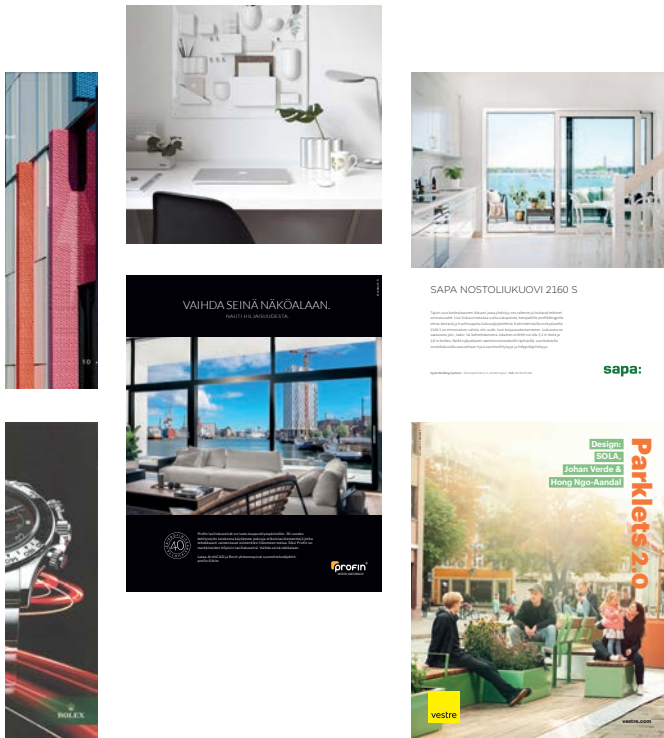
2 x month
all SAFA
members

750 € /
NEWSLETTER

Why advertise with us?

Finnish architecture and design industry employs a growing number of experts working with an expanding spectrum of projects and challenges. Architects and designers influence the 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.

See our rate cards for more information >>>



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 access to a professional platform and targeted visibility for your products and services in Finland.

Ads & Sales

Inquiries on advertising with SAFA

Saarsalo Oy
Sorkkalantie 394
33980 Pirkkala



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



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

**Inquiries about education and
 job advertisements:
 ads@safa.fi**

Prices and alterations concerning the media card

Prices are valid from 1.1.2020 and apply to all advertising published in 2020. 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

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.

ark 2/2019 – Metropolia UAS, Helsinki – Landelma & Mahlamäki Architects – Photo: Kuvio OJ

Arkkitehti

ADVERTISING & SALES

Saarsalo Oy
Sorkkalantie 394
33980 Pirkkala

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

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 4 200 (2020)

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

#arkkitehtiilehti
#finnisharchitecturalreview

Publisher

Finnish Association of Architects SAFA
Malminkatu 30
00100 Helsinki

Editor-in-Chief

Mika Savela
mika.savela@ark.fi
+358 40 7066 768

Assistant Editor

Essi Oikarinen
ark@ark.fi
+358 40 1693 219

Graphic Design / Art Editing

Susanna Raunio
Tuuli Häggman
layout@ark.fi

Editorial Assistant

Stella Vahteristo
mail@ark.fi

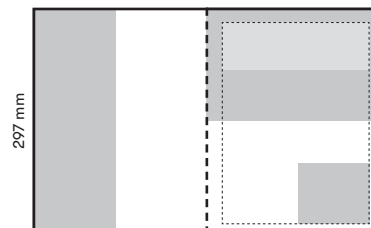
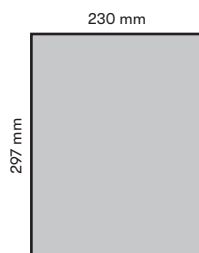
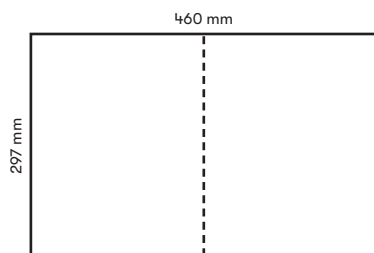
Publications Assistant

Erja Virtala
subs@ark.fi
+358 40 1693 221

Architectural Competitions in Finland

Supplement
Pipsa Penttinen
kilpailut@safa.fi
+358 40 080 6284

Print Advertisements



2/1 double page 5 171 €

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

1/1 back cover 4 700 €

1/1 inner front cover 4 310 €

1/1 inner back cover 4 090 €

1/1 first page 4 035 €

1/1 full page 3 760 €

1/2 vertical 110 x 297 mm 2 340 €

1/2 horiz. 230 x 146 mm 2 340 €

1/4 horiz. 195 x 63 mm 1 630 €

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

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

All print ads are included in the digital facsimile edition.

Advertisement Inserts

| | Finland 3 500 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 € |

Mailed with the publication in plastic wrapping.
Other inserts (e.g. cards, brochures, booklets) or combinations of insert+ad – and circulation options available.

Digital Ads (www.ark.fi)

Frontpage banner nnn x nnn px xxxx € / 1 kk

Article banner nnn x nnn px xxxx € / 1 kk

Logo partnership logo banner in the site footer xxxx € / 2 kk

WEB ADVERTS
www.ark.fi
COMING 2020

Bannerit näkyvät etusivulla ja sisäisillä sivuilla mainospaikoissa 1 kk ajaksi.

Sivustalla näkyy kerrallaan 3 etusivun banneria ja 3 artikkelibanneria.

Kerrallaan 2kk:n yksinoikeudella myytävä kumppanuusbanneri näkyy kaikkien sivujen alareunassa.

Technical Details

- page trim size 230 x 297 mm
- bleed 3 mm all round (not for 1/6 page ads)
- area within page margins 195 x 267 mm
- gutter allowance 10 mm
- paper: Galerie Art Volume 115 g
- cover: Edixion Offset 300 g
- perfect binding
- printed by Grano Ltd in Helsinki

Requirements for Print Ads

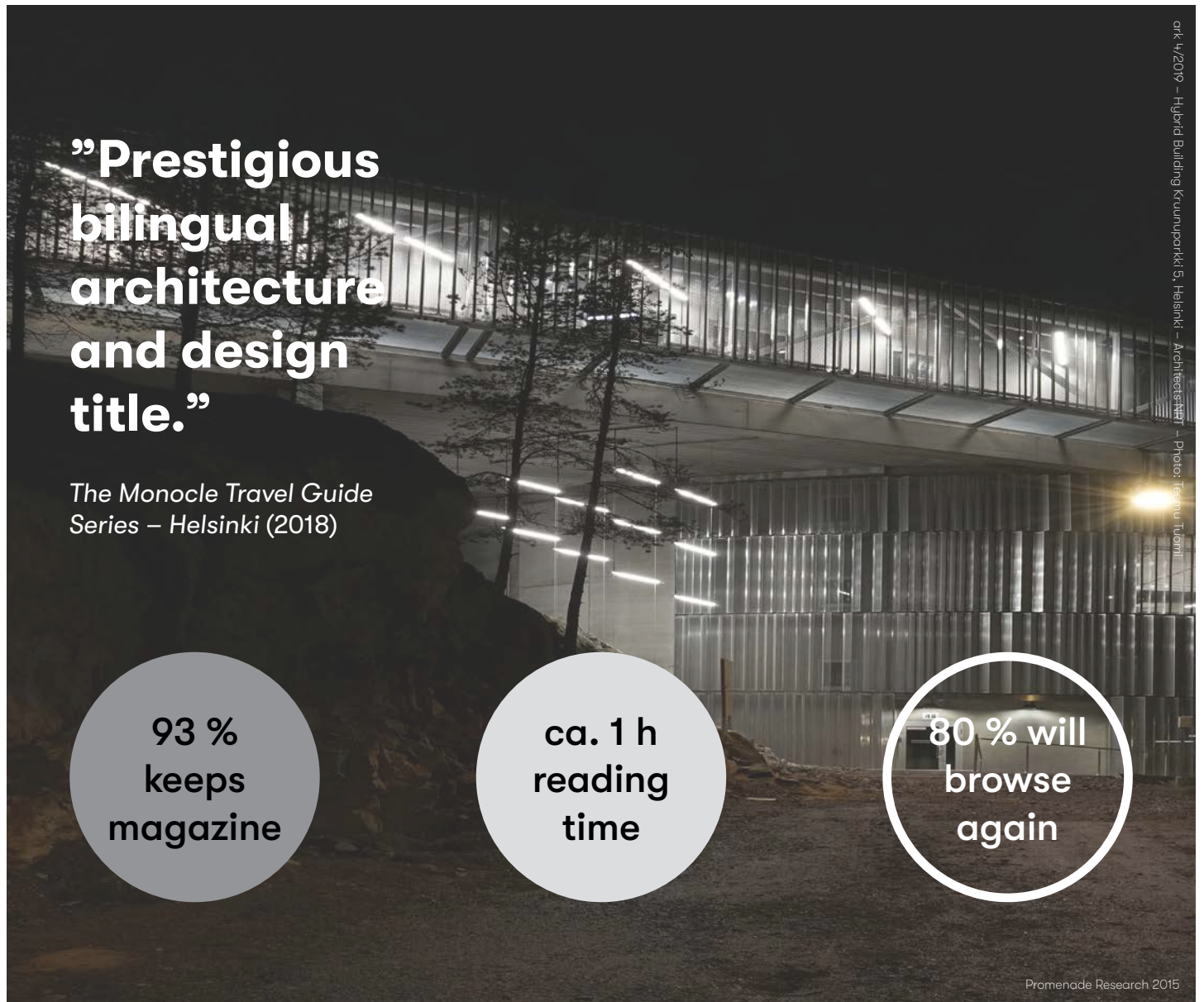
- high quality PDF files
- fonts embedded
- pages: CMYK – ISO Coated v2 (ECI)
- cover: CMYK – PSO Uncoated ISO12647 (ECI)
- image resolution minimum 300 dpi
- crop marks (not in 1/6 page ads)
- file names should include advertiser's name and the issue number (e.g. 2/2020)

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 to be sent to: Nitova Ltd, Sorvaajankatu 15, 00880 Helsinki

Verkoaineistot

- tiedostomuoto .png tai .jpg
- resoluutio 72 dpi
- etusivubannerin koko nnn x nnn px
- artikkelibannerin kokoo nnn x nnnpx
- logobannerin koko nnn x nnnpx
- **WEB ADVERTS** mitetään
- www.ark.fi ilmoittaja
- **COMING 2020** julkaisun
- "monogrammi"paikki
- bannereista linkki haluttuun verkkosivustoon
- verkoaineistot toimitetaan sähköpostitse julkaisut@ark.fi



Publication Schedule 2020

(changes possible)

| no. | issue out | ad reservation | ad materials | themes | notes |
|-----|-----------|----------------|--------------|---------------|---|
| 1 | 26.2. | 31.1. | 7.2. | ”SHARED” | urban themes, joint building, communities, sharing, living together, activity based spaces. |
| 2 | 8.4. | 13.3. | 20.3. | ”RULES” | trends, architect’s role, ethics, challenges, sanctions, regulations, legislation, search for quality meaning of work |
| 3 | 27.5. | 30.4. | 8.5. | ”CRAFT” | skills, crafts, materials, simplicity houses, saunas, villas |
| 4 | 26.8. | 31.7. | 7.8. | ”EMPATHY” | schools, education, youth, aging, work, leisure, everyday life Habitare / Helsinki Design Week |
| 5 | 14.10. | 18.9. | 25.9. | ”MONUMENT” | grand schemes, preservation, history, memory |
| 6 | 25.11. | 30.10. | 6.11. | ”DEVELOPMENT” | future, technologies, climate, global challenges, regions, traffic, megatrends |

12 issues
per year

followed
by 95 % of
architects

Since
1947

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, architectural competitions and other events in the field as well as interviews with major figures in the industry.

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

Published also as a digital edition!

Arkkitehtiutiset

ADS & SALES

Saarsalo Oy
Sorkkalantie 394
33980 Pirkkala

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

firstname.lastname@saarsalo.fi

Arkkitehtiutiset
ISSN 0044-8915

Since 1949

Audited print circulation 4 100 (2018)

Print run 4 200 (2020)

Readers 6 570 (Promenade Research)

Member of the Finnish Periodical Publishers' Association (FPPA). Subscribers include all members of SAFA).

- architects 75 %
- architecture students 14 %
- others 11 %

www.safa.fi/en/publications

Twitter: @au_uutiset

Publisher
Suomen Arkkitehtiiliitto SAFA ry
Malminkatu 30
00100 Helsinki

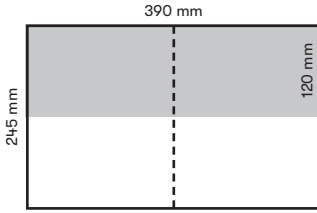
Editorial staff
au@safa.fi

Editor-in-Chief
Paula Huotelin, architect SAFA
paula.huotelin@safa.fi
+358 40 556 2827

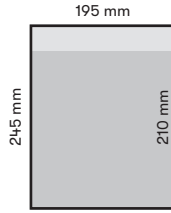
Assistant Editor and Art Editor
Anne Haatainen
anne.haatainen@safa.fi
+358 40 1692 213

Publications Assistant
Erja Virtala
julkaisut@ark.fi
+358 40 1693 221

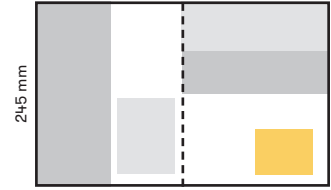
Print Advertisements



| | |
|---------------------------------|---------|
| 2/1 double page | 2 750 € |
| 1/2 half spread (horizontal) | 2 210 € |



| | |
|---------------------------------------|---------|
| 1/1 back cover 195 x 210 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 full page | 2 210 € |



| | |
|--------------------------|---------|
| 1/2 vertical 96 x 245 mm | 1 445 € |
| 1/2 horiz. 195 x 120 mm | 1 445 € |
| 1/4 vertical 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 ad
1/6 page 76 x 60 mm 1 510 €

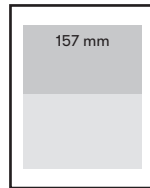
1-year ad with headings published in issues 2, 3, 4, 9, 10 and 11.

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 205 mm | 1 515 € |
| 1/2 horiz. | 157 x 100 mm | 1 060 € |

Education- and Job Advertisements

| | |
|---------------------------------------|-------------|
| | 4,20 € / mm |
| 1 column | 76 mm |
| 2 columns | 157 mm |
| Height max 205 mm (within margins) | |

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

Job advertisements will be published also on SAFA website. Information for the web ad must be filled in separately on www.safa.fi.



www.safa.fi

Technical Details

- 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

Requirements for Print Ads

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

Delivery of Materials

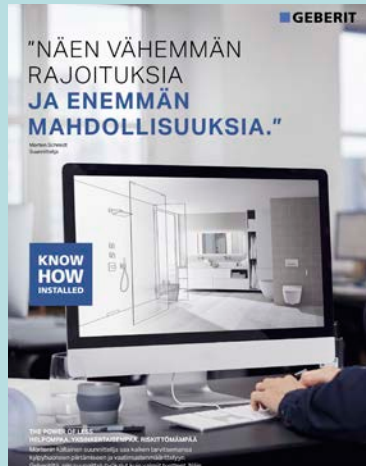
- ads@safa.fi
- Materials must be accompanied by name and issue no. of the publication, client's name and size of ad.

Digital Edition

- Print advertisements will be also published in the digital edition.

”Current and relevant news about architecture

(au readership survey)



Publication Schedule 2020

published on Thursdays

| no | publ.date | ad reservation | materials by |
|-----|-----------|----------------|--------------|
| 1 | 30.1. | 7.1. | 13.1. |
| 2 | 27.2. | 3.2. | 10.2. |
| 3 | 26.3. | 2.3. | 9.3. |
| 4 | 23.4. | 30.3. | 2.4. |
| 5 | 22.5. | 27.4. | 4.5. |
| 6-7 | 18.6. | 25.5. | 1.6. |

| no | publ.date | ad reservation | materials by |
|----|-----------|----------------|--------------|
| 8 | 27.8. | 3.8. | 10.8. |
| 9 | 24.9. | 31.8. | 7.9. |
| 10 | 22.10. | 28.9. | 5.10. |
| 11 | 19.11. | 26.10. | 2.11. |
| 12 | 17.12. | 23.11. | 30.11. |



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 3,000 Finnish architects and students in the field!



SAFA e-Bulletin

ADS & SALES

Saarsalo Oy
Sorkkalantie 394
33980 Pirkkala

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

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 publishing week Tuesdays at paivi.virtanen@safa.fi

The screenshot shows the SAFA.fi website interface. At the top, there is a navigation bar with 'SAFA' on the left and links for 'In English', 'Jäsensyys', 'Koulutus ja ura', 'Kilpailut', 'Vaikutamme', and 'Osallistuminen' on the right. Below the navigation bar, there are several featured articles and advertisements. Two callout boxes are overlaid on the page: an orange circle on the left containing the text 'Ad on Front Page 1 100 € per month' and a teal circle on the right containing 'Advertorial 1 500 € per month'. The articles include 'Kiasman katosta roikoitettu...', 'We form the world's leading event for Scandinavian design Feb 4-8 2020', 'light+building 8.-13.3.2020 Frankfurt am Main', 'Tulevia tapahtumia...', 'Seminaarit ja konferenssit 23.1.2020 "Is this Concrete"- seminaari & Vuoden Betonirakenne 2019 julkistus ja 50-vuotisjuhla', 'Koulutus 28.1.2020 CE-merkinnät - Suunnittelijan ajankohtaisiltapäivät', and 'Suukutsu 14.2.2020 Hiilineutraalirakentamisen energiaratkaisut - Suunnittelijan ajankohtaisiltapäivät'.

New Visibility on Our Website

The newly branded www.safa.fi launched in 2019 is the main outlet for SAFA's daily communications. Advertising on our web platform enables you to reach all the main operators following Finnish architecture and planning.

Advertising at SAFA.fi

ADS & SALES

Saarsalo Oy
Sorkkalantie 394
33980 Pirkkala

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

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

**All job advertisements
to be published on SAFA.fi website need
to be sent through a digital form:**

www.safa.fi/koulutus-ja-ura/
ilmoita-tyopaikka