

Media Guide 2021

ark**FULL PAGE
3 760 €**

Finnish Architectural Review
5 issues 2021

au**FULL PAGE
2 210 €**

Arkkitehti-uutiset
9 issues 2021

www.ark.fi

Finnish
Architectural
Review
Digital Platform

**FROM
495
€/Mo****www.safa.fi**

SAFA
Website
Main Page

**FROM
1 300
€/Mo****SAFA Newsletter**

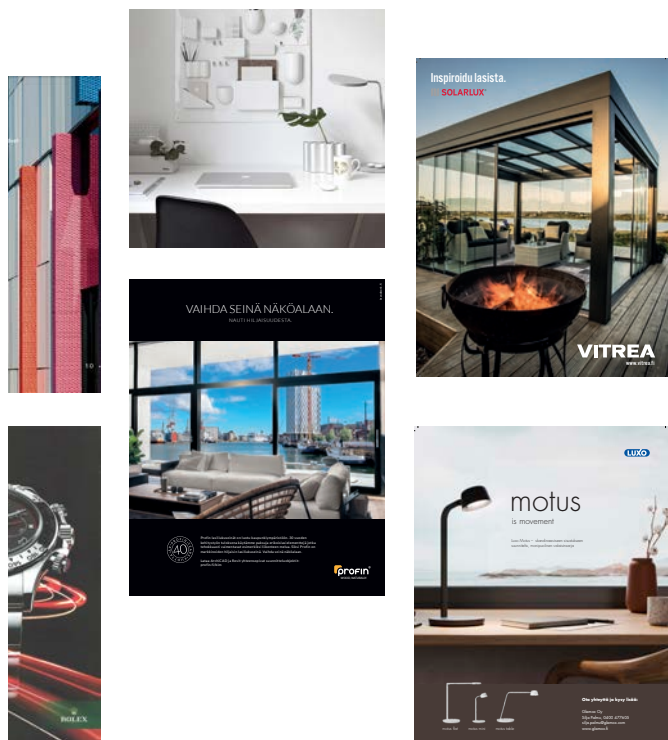
Bi-weekly
to all SAFA
members

**750 €/
BULLETIN**

Why advertise with us?

Finnish architects and designers influence the decision making and specifications in the built environment – in all scales. SAFA's publications focus on a special readership with appreciation for quality products, services, new alternatives – as well as technology, lifestyle and culture.

>> Find out more about our print and digital advertising options >>



The Finnish Association of Architects SAFA is the foremost architectural publisher in Finland. Partnering with our print and digital media platforms offers targeted professional visibility for your products and services in Finland.

Ads & Sales

Inquiries on advertising with SAFA

Saarsalo Oy
Myllyhaantie 6 C
33960 Pirkkala



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



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

For inquiries about job or educational ads in Arkkitehtiuutiset, please contact:

- **job ads** tyopaikkailmoitukset@safa.fi
- **educational ads** ads@safa.fi

Prices and alterations concerning the media card

Prices are valid from 1.1.2021 and apply to all advertising published in 2021. 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.

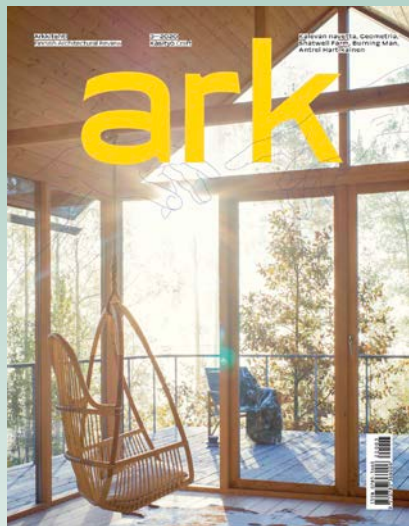
Discounts

- 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 Arkkitehtiiliitto, FI46 1521 3000 0095 24

Arkkitehti is the leading architectural publication focusing on Finnish architecture.



SINCE
1903

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

Arkkitehti

ADVERTISING & SALES

Saarsalo Oy
Myllyhaantie 6 C
33960 Pirkkala

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)

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

Publisher

Finnish Association of Architects SAFA
Malminkatu 30
00100 Helsinki

Editor-in-Chief

Kristo Vesikansa (from 1.1.2021)
editor@ark.fi

Assistant Editor

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

Graphic Design / Art Editing

Tuuli Häggman
Susanna Raunio
layout@ark.fi

Editorial Assistant

mail@ark.fi

Publications Assistant

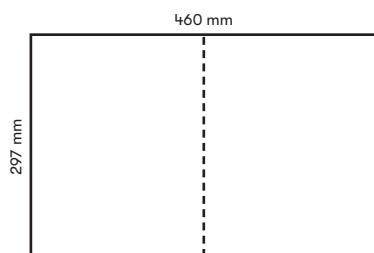
Erja Virtala
subs@ark.fi
+358 40 1693 221

Architectural Competitions in Finland

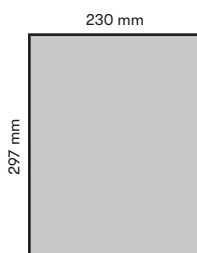
Supplement
Pipsa Penttinen
kilpailut@safa.fi
+358 40 080 6284

Print Advertisements

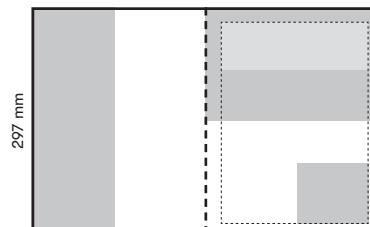
Prices don't include VAT. The tax will be added in invoicing



2/1 double page 5 171 €



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 €

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

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

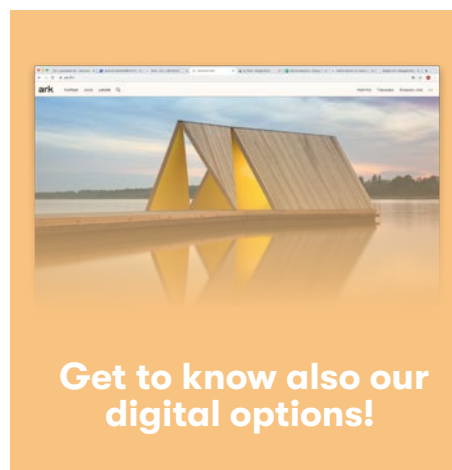
All print ads are included in the digital facsimile edition.

Full-year ads published in 5 issues.
 Ad can be changed with each issue.
 Fixed trim size, no borders or bleeds.

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.



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. 2/2021)

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: Grano Oy, Pakarituvantie 7-9, 00410 Helsinki – together with information about advertiser's name, insert's title and the issue number (e.g. 2/2021)



”Prestigious
bilingual
architecture
and design
title.”

*The Monocle Travel Guide
Series – Helsinki (2018)*

© Wellu Hämäläinen

Schedule 2021

(changes possible)

nro	issue out	ad reservations	ad materials	issue theme	topics include
1	3.3.	5.2.	12.2.	CRISIS	architecture and the COVID-19 pandemic, crisis, urban architecture and planning, unfinished projects
2	28.4.	1.4.	9.4.	TRADITION & RENEWAL	return to solid structure building, sustainable building, locality, Alvar Aalto medal
3	23.6.	28.5.	4.6.	SACRED SPACE	new church buildings, future of church building heritage, spaces of calm Venice Architecture Biennale
4	15.9.	20.8.	27.8.	HOUSING	housing trends, new apartment buildings
5	17.11.	22.10.	29.10.	HISTORISM NOW	reinterpreting the historical, restoration works and refurbishments

Online ads www.ark.fi

Prices don't include VAT. The tax will be added in invoicing

Banner Package 1

- 3 banner locations
- Front page top and bottom and at the beginning of all article pages
- Link to any url

970 x 250 px

695 € / 1 mo

Front Page**Banner Package 2**

- 2 banner locations
- Front page middle position and at the end of all article pages
- Link to any url

970 x 250 px

495 € / 1 mo

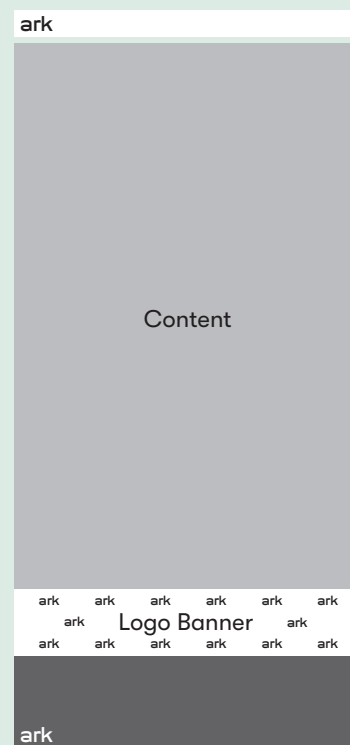
Article Page**Logo Banner**

- black and white custom monogram banner with the advertiser's logo
- for more long-term visibility
- visible at the footer throughout the site

Price/duration 1 700 € / 3 mo

2 900 € / 6 mo

4 900 € / 12 mo

All Pages**Specifications**

- file formats .png or .jpg
- resolution at least 72 dpi
- IAB Billboard -banner size: width 970 px, height 250 px
- for logo banner the advertiser's logo should be sent in vector format (e.g. ai, svg or pdf), which will be formatted into a monogram banner by the publisher
- banners will link to a specified URL
- all online materials should be sent by email at julkaisut@ark.fi

Right Where It Matters

Banner ads will be shown throughout the campaign period on the magazine's front-page as well as with all articles and project presentations.

More Choices

Banners can be shown on 2-3 locations on the site. Banners can also be modified during the campaign. Ask for more details from our ad sales representatives.

Flexible Schedules

The digital platform and magazine archives can be accessed anytime, independently from the print issue's schedules

www.ark.fi
from 495 € / month

Latest News and Fresh Insights



SINCE
1947

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. *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 52–62 pages, with sections for job advertisements, product news, and a separate services directory.

Available also as a digital edition!

Arkkitehtiutiset

ADS & SALES

Saarsalo Oy
Myllyhaantie 6 C
33960 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)

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

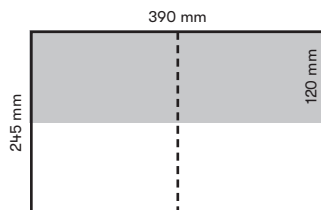
Editor-in-Chief
Paula Huotelin, architect SAFA
paula.huotelin@safa.fi
+358 40 556 2827

Assistant Editor and Art Editor
Silja Ylitalo
silja.ylitalo@safa.fi
+358 40 1692 213

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

Print Advertisements

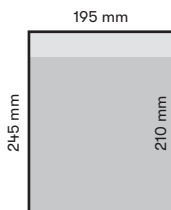
Prices don't include VAT. The tax will be added in invoicing



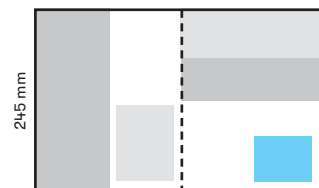
2/1 double page	2 750 €
1/2 half spread (horizontal)	2 210 €

Page bleed 3 mm

Area within page margins
157 x 205 mm



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 €

service directory ad

1/6 page 76 x 60 mm	1 510 €
---------------------	---------

1-year ad with headings published in issues 1, 2, 3 and 6, 7, 8

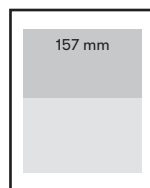
Advertisement Inserts

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

4,40 € / mm

1 column	76 mm
2 columns	157 mm

Height max 205 mm (within margins)

Job ads: tyopaikkailmoitukset@safa.fi

Education ads: 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

Available
also
online!

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

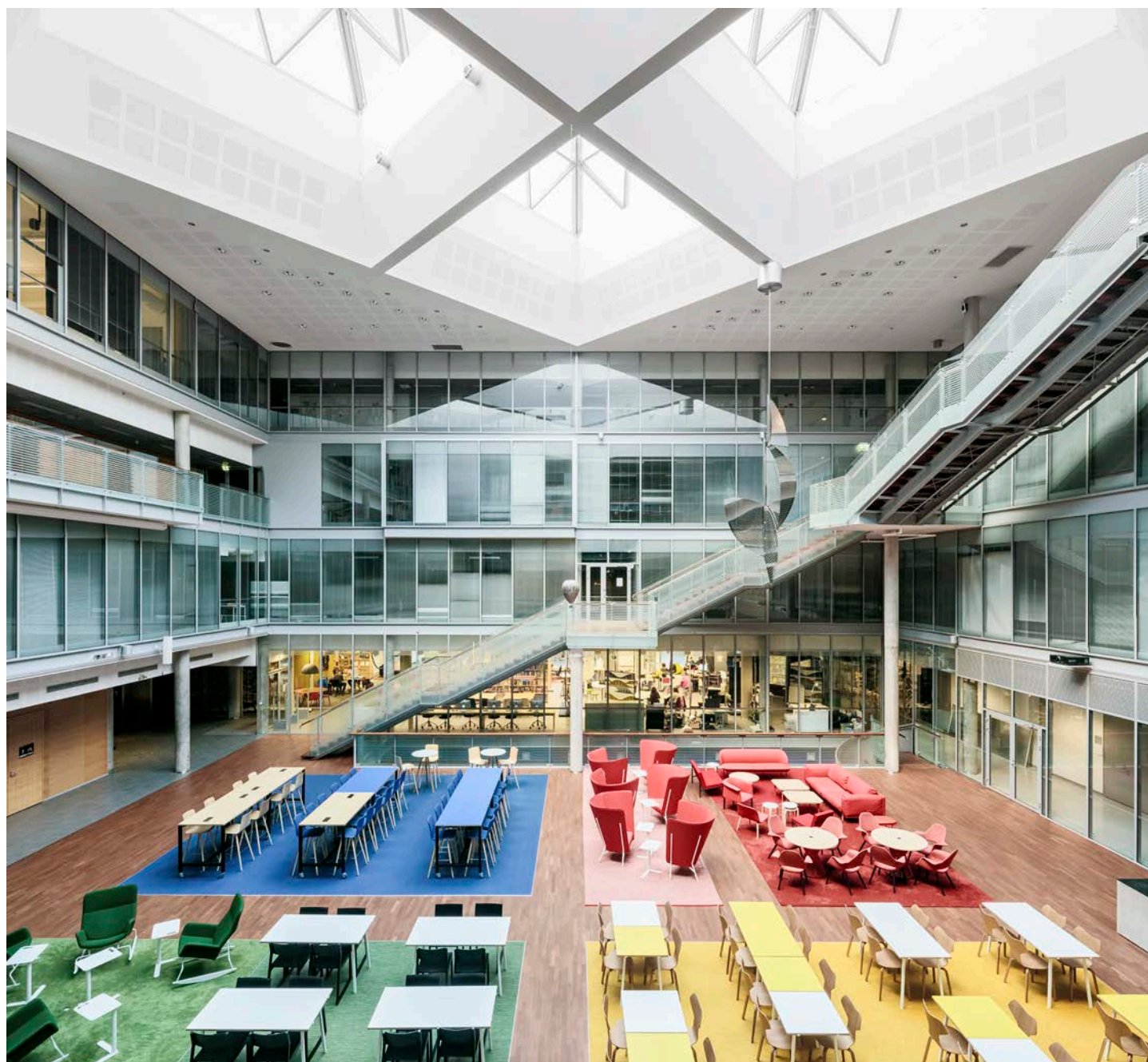
- Offset-printable PDF, crop marks
- fonts embedded or converted
- profile CMYK (Europe ISO Coated FOGRA39)
- minimum image resolution 300 dpi

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.
- ad inserts to be sent to: Grano Oy, Pakarituvantie 7-9, 00410 Helsinki – together with information about advertiser's name, insert's title and the issue number (e.g. 1/2021)

Digital Edition

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



© Tuomas Uusheimo

Publication Schedule 2021

nro	publ.date	ad reservation	materials by
1	4.2.	11.1.	18.1.
2	11.3.	15.2.	22.2.
3	15.4.	22.3.	29.3.
4	20.5.	26.4.	3.5.
5	24.6.	31.5.	7.6.

nro	publ.date	ad reservation	materials by
6	2.9.	9.8.	16.8.
7	7.10.	13.9.	20.9.
8	11.11.	18.10.	25.10.
9	16.12.	22.11.	29.11.

Get seen on our front page by over 10 000 monthly visitors

SAFA.fi is a daily news and communications platform, enabling you to reach the all the main operators following Finnish architecture and planning.

The screenshot shows the SAFA.fi website interface. At the top is the SAFA logo and navigation links: In English, Jäsenyys, Koulutus ja ura, Kilpailut, Vaikutamme, Osallistuminen, a search icon, and a menu icon. The main content area features a large article titled 'Arkitehtiutiset 10 / 2020' with a sub-header 'Näköislehti'. A quote from the article is visible: 'Mikä on suunnittelun merkitys?' by Neill. Two large circular callouts are overlaid on the page: an orange one on the left stating 'Ad on Front Page 1 300 € per month*' and a teal one on the right stating 'Advertorial 1 700 € per month*'. Below the main article are three smaller advertisement banners. The first is for 'MASTER BUILDERS' and 'BASF' with the headline 'Master Top lattiatärnnoitteet toimisto- ja koulutiloihin'. The second is for 'Tikkurila Building Coach' with the headline 'Helppokäyttöinen suunnittelupurkki arkkitehdeille'. The third is for 'Villeroy & Boch Gustavsberg' with the headline 'EPIC - UPEA UUTUUS!'. Each banner has a 'Mainos' (Advertisement) label below it.

Ad on Front Page
1 300 € per month*

Advertorial
1 700 € per month*

Mainos
Lattiaratkaisuja toimistotiloihin

Mainos
Suunnitteluohjelmisto arkkitehdeille ja suunnittelijoille

Mainos
Villeroy & Boch Gustavsberg, tyyliä ja toimivuutta kylpyhuoneeseen. Tuotteissamme yhdistyvät kaunis muotoilu, korkea laatu ja ympäristöystävällisyys.

*) Prices don't include VAT. The tax will be added in invoicing.

Advertising at SAFA.fi

ADS & SALES

Saarsalo Oy
Myllyhaantie 6 C
33960 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

- By latest 7 weekdays before campaign start by email at julkaisut@safa.fi with copy (cc) at tiedotus@safa.fi

All job advertisements to be published on SAFA's website need to be sent through a digital form:

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



**750 € per
newsletter**

Quick & 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
Myllyhaantie 6 C
33960 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 tiedotus@safa.fi

Prices don't include VAT.
The tax will be added in invoicing