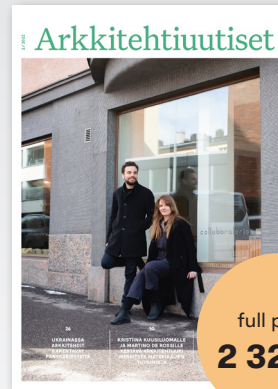


# Media Guide 2022



full page  
**3 760 €**

Arkkitehti – Finnish Architectural Review  
5 issues per year



full page  
**2 320 €**

Arkkitehti-uutiset  
6 issues per year

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



from  
**495 €/mo**

Arkkitehti's  
digital platform

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



from  
**1 300 €/mo**

Safa website  
main page

**Safa Newsletter**



every 3<sup>rd</sup> week  
to all Safa  
members

**750 €/**  
newsletter

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. Finnish architects and designers influence the decisionmaking 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.

## 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

## Inquiries on Job Ads

[www.safa.fi](http://www.safa.fi)  
Erja Virtala  
julkaisut@safa.fi  
+358 40 169 3221

[Arkkitehti-uutiset \(magazine\)](#)  
Anni Varis  
tyopaikkailmoitukset@safa.fi  
+358 40 678 3664

# Arkkitehtiutiset



Arkkitehtiutiset is a trade and news magazine for architects and landscape architects. The magazine is also read by real estate and construction professionals and decisionmakers. It covers news on topical issues in architecture, architectural competitions and other events in the field.

Audited print circulation 3 929 (2020)  
Print run 4 200 (2022)

Subscribers include all members of SAFA.

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

[www.safa.fi/au](http://www.safa.fi/au)

## Publisher

Suomen Arkkitehtiiliitto SAFA ry  
Malminkatu 30  
00100 Helsinki

Editor-In-Chief  
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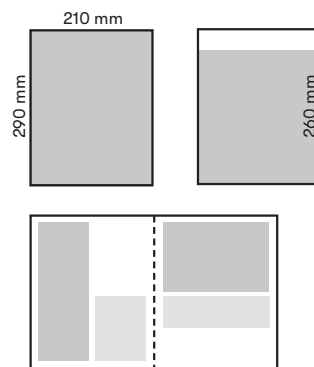
Layout  
Kaarina Tammisto  
Lari Mörö  
[au@safa.fi](mailto:au@safa.fi)

## Publication Schedule

n:o	publ. date	reservations	materials by
1	3.3.	3.2.	10.2.
2	22.4.	22.3.	29.3.
3	10.6.	11.5.	18.5.
4	2.9.	4.8.	11.8.
5	21.10.	22.9.	29.9.
6	9.12.	9.11.	16.11.

(changes possible)

## Ad Sizes and Pricing



1/1 back cover	210 x 260 mm	2 680 €
1/1 full page, specified		2 580 €
i.e. inside front cover, inside back cover, 1 <sup>st</sup> page		
1/1 full page	210 x 290 mm	2 320 €
1/2 vertical	90 x 258 mm	1 520 €
1/2 horiz.	185 x 127 mm	1 520 €
1/4 vertical	90 x 127 mm	965 €
1/4 horiz.	185 x 61 mm	965 €
service directory ad		
1/8 page	90 x 55 mm	1 590 €

1-year ad with headings. Ad can be changed with each issue. Fixed trim size, no borders or bleeds.

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

Print advertisements will be also published in the digital edition with URL links.

## Advertisement Inserts

Mailed with the publication – delivery to all Safa members or all subscribers. Prices from 1 905 €, ask more info from our sales representative.

## Technical Details

- page trim size 210 x 290 mm
- area within margins 185 x 258 mm
- page bleed 3 mm
- number of columns 2–3, total column width 185 mm
- LPC 60 l/cm, 300 dpi
- offset printing, stiftattu
- paper Munken Print, cover 150 g, pages 80 g
- printed by Grano Ltd, Helsinki
- ISSN 0044-8915

## Requirements for Print Ads

- offset-printable PDF, crop marks
- fontis embedded or converted
- profile CMYK – PSO Uncoated ISO12647 (ECI)
- minimum image resolution 300 dpi

## Delivery of Materials

- [ads@safa.fi](mailto: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, Pakarituovantie 7-9, 00410 Helsinki – together with information about advertiser's name, insert's title and the issue number (e.g. 1/2022)

## Sales

Saarsalo Oy  
Myllyhaantie 6 C  
33960 Pirkkala

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

[firstname.lastname@saarsalo.fi](mailto:firstname.lastname@saarsalo.fi)

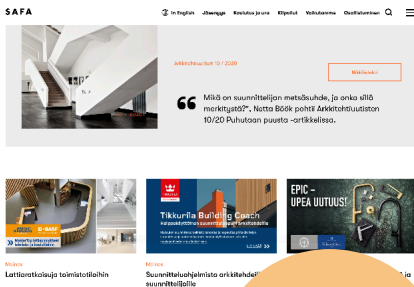
## Job Advertisements

1/1 page	185 x 258 mm	2 130 €
1/2 vertical	90 x 258 mm	1 090 €
1/2 horiz.	185 x 127 mm	1 090 €
1/4 vertical	90 x 127 mm	560 €
1/4 horiz.	185 x 61 mm	560 €
1/8 page	90 x 55 mm	310 €

## Job Advertisement Sales and Reservations

Anni Varis  
Communications Assistant  
+358 40 678 3664  
[tyopaikkailmoitukset@safa.fi](mailto:tyopaikkailmoitukset@safa.fi)

# Advertising at safa.fi



Get seen on our front page by over 15 000 monthly visitors! Safa website is a daily news and communications platform, enabling you to reach the all the main operators following Finnish architecture and planning.

from  
**1 300 €/mo**

## Frontpage Banner Ad 1 300 €/month

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

## Advertorial Article 1 700 €/month

- advertorial article on Safa's website
- text, images and titles formatted 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](mailto:julkaisut@safa.fi) with copy (cc) at [tiedotus@safa.fi](mailto:tiedotus@safa.fi).

## Sales

Saarsalo Oy  
Myllyhaantie 6 C  
33960 Pirkkala

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

[firstname.lastname@saarsalo.fi](mailto:firstname.lastname@saarsalo.fi)

## Job Advertisements at safa.fi

**450 €** / for Safa members  
**690 €** / for others

All job advertisements to be published on Safa's website need to be sent through a digital form: [www.safa.fi/koulutus-ja-ura/](http://www.safa.fi/koulutus-ja-ura/)

### Job Advertisement Sales (website)

Erja Virtala  
Publications Assistant  
+358 40 169 3221  
[julkaisut@safa.fi](mailto:julkaisut@safa.fi)

from  
**450 €/ad**

# Safa Newsletter



**750 €**  
per newsletter

The official Safa Newsletter is published every third week on Wednesdays. Included are news about current events, education, architectural competitions and other relevant membership information. The newsletter reaches over 3,600 Finnish architects and students in the field. Ask the schedule from our sales representative.

## Technical Specifications

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

## Delivery of Materials

By 12 noon on publishing week Tuesdays at [tiedotus@safa.fi](mailto:tiedotus@safa.fi). Ask the schedule from our sales representative.

## Sales

Saarsalo Oy  
Myllyhaantie 6 C  
33960 Pirkkala

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

[firstname.lastname@saarsalo.fi](mailto:firstname.lastname@saarsalo.fi)

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

# Arkkitehti – Finnish Architectural Review



The leading publication on Finnish architecture. Establish direct contact with Finnish architects, urban designers, planners and experts, thinkers and decisionmakers in building, planning and design!

Audited print circulation 3 796 (2020)  
Print run 4 200 (2022)

Distribution of readership:

- Safa members 70%
- other Finnish readers 20%
- readers abroad 10%

According to the latest readership survey, readers are interested in advertisements on following topics: building components and products, furniture and interior design, lighting, paints and surface materials, design, lifestyle, events, building technology, and software. (Taloustutkimus 2020)

www.ark.fi

## Publisher

Finnish Association of Architects (SAFA)  
Malminkatu 30  
00100 Helsinki

Editor-in-Chief  
Kristo Vesikansa  
editor@ark.fi

Layout  
Susanna Raunio  
Tuuli Häggman  
taitto@ark.fi

## Publication Schedule

n:o	publ. date	reservations	materials by
1	9.2.	14.1.	20.1.
2	30.3.	4.3.	10.3.
3	18.5.	22.4.	28.4.
4	21.9.	26.8.	1.9.
5	16.11.	21.10.	27.10.

(changes possible)

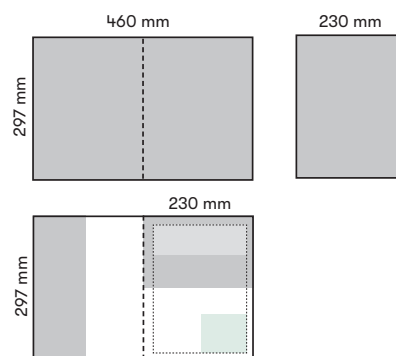
## Advertisement Inserts

Mailed with the publication in plastic wrapping. Cards, brochures, booklets or combinations and circulation options available. Prices from 2 850 €, ask more info from our sales representative.

## Issue Themes 2022

- 1 Urban Space** Urban design and planning, sustainable urban development, urban space.
- 2 Overlooked** Architects outside the architectural canon, Wivi Lönn 150 jubileum, marginal architecture.
- 3 Nature** Landscape, ecosystems, posthumanism.
- 4 Home** Housing, detached houses, leisure homes.
- 5 Refurbish or Demolish?** Building conservation, renovations, circular economy.

## Ad Sizes and Pricing



2/1 double page	5 170 €
1/1 back cover 230 x 297 mm	4 700 €
1/1 full page, specified	4 310 €
inside front / inside back cover / 1 <sup>st</sup> page	
1/1 full page 230 x 297 mm	2 760 €
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 are published in five issues. Ad material can be changed with each issue. Fixed trim size, no borders or bleeds.

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

All print ads are also included in the digital facsimile edition.

## Technical Details

- page trim size 230 x 297 mm
- bleed 3 mm all around (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, Helsinki
- ISSN 0783-3660 (print)
- ISSN 2490-0575 (digital edition)

## 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

## Delivery of Materials

- ads@ark.fi
- include information of the advertiser's name, advertisement's size and intended issue number
- Ad inserts to be sent to: Grano Oy, Pakaritutavantie 7-9, 00410 Helsinki – with information about advertiser's name, insert's title and the issue number

## Sales

Saarsalo Oy  
Myllyhaantie 6 C  
33960 Pirkkala

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

firstname.lastname@saarsalo.fi

# Online Ads at 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 a specified URL

970 x 250 px      695 € / 1 mo

## Banner Package 2

- 2 banner locations: front page middle position and at the end of all article pages
- Link to a specified URL

970 x 250 px      495 € / 1 mo

## 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

1 700 € / 3 mo

2 900 € / 6 mo

4 900 € / 12 mo

## Where will my banner appear on the website?



## ark.fi

- even 4,000 visitors per month
- 75% of the visitors are from Finland
- all the content published in the print magazine is also published on the website
- each banner package allows for maximum 3 banners which the algorithm shows in random order for the visitor

## Specifications

- send to [julkaisut@ark.fi](mailto:julkaisut@ark.fi)
- 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 (.ai, .svg or .pdf), which will be formatted into a monogram banner by the publisher
- link to a specified URL

## Sales

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Myllyhaantie 6 C  
33960 Pirkkala

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

[firstname.lastname@saarsalo.fi](mailto:firstname.lastname@saarsalo.fi)

## Prices and alterations concerning the media guide

Prices are valid from 1.1.2022 and apply to all advertising published in 2022. 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 50% of the advertisement price for late cancellations.

## Liability and claims

The client is liable for the compliance of the material supplied. The publisher or the printers are not responsible for editing the material 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, package discounts. Ask more from our sales representative.

## Terms and details of payment

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