

# Advertising rates

Prices in euros.

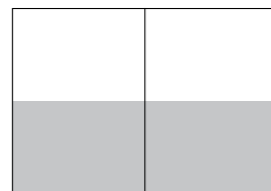
Magazine	Premium-spread	2/1 spread	Back cover	1/1 page	1/2 page	1/4 page
Talouselämä	19 900	18 550	10 975	9 848	6 084	3 567
Arvopaperi, Arvoasunto	7 910	7 330	4 355	4 020	2 610	1 900
Fakta	8 270	7 250	4 140	3 830	2 570	1 910
Metalliteknikka	-	6 720	5 240	4 280	3 210	2 190
Energia	-	4 610	3 340	3 060	2 120	1 420
MikroPC	9 990	8 890	7 400	6 575	4 630	3 225
Talouselämän Urtie	-	-	-	9 848	6 084	3 567
CIO 2009	-	19 900	16 020	14 460	8 270	-

Tabloids	Premium-spread	2/1 spread	1/1 page	Back cover	A4	1/2 page	1/4 page	€/column mm
Tekniikka&Talous	-	15 390	9 850	12 675	7 570	5 920	3 495	7,15
Tietoviikko	-	13 870	9 280	10 970	6 210	5 300	3 005	6,35
Urtie	-	29 950	15 850	-	-	8 180	4 120	8,05

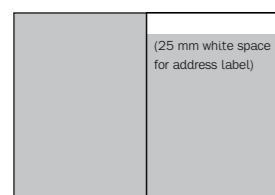
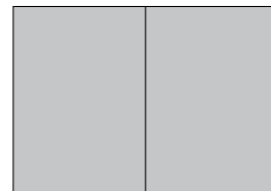
# Advertisement formats



2/1 spread



2 x 1/2 page horiz.



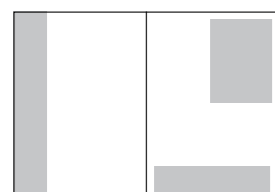
1/1 page Back cover



1/2 vert. and horiz.

- Advertisement size with margins**
- No margins around advertisement
  - Cutting margin 3 mm, M&M 5 mm)
  - Please deliver material without frames along the outer edge of page

- Advertisement size without margins**
- White margin between the outer edge of the page and advertisement
  - Used e.g. for materials with frames



1/4 vert., horiz. and corner

# Advertisement sizes

Magazine	2/1 spread	Back cover	1/1 page	1/2 page	1/4 page
Talouselämä	440 x 297**	220 x 272**	220 x 297**	104 x 297 vert.** 220 x 144 horiz.**	55 x 297 vert.** 190 x 56 horiz. 89 x 124 corner
Arvopaperi, Arvoasunto	420 x 297*	210 x 272*	210 x 297*	88 x 263 vert.* 180 x 129 horiz.*	88 x 129 vert. 180 x 64 horiz.
Fakta	440 x 297*	220 x 272*	220 x 297*	104 x 297 vert.* 220 x 144 horiz.*	55 x 297 vert.* 190 x 56 horiz. 89 x 124 corner
Metalliteknikka	420 x 297**	210 x 277**	210 x 297**	105 x 297 vert.** 210 x 148 horiz.**	54 x 297 vert.** 190 x 67 horiz. 93 x 137 corner
Energia	420 x 297**	210 x 277**	210 x 297**	105 x 297 vert.** 210 x 148 horiz.**	54 x 297 vert.** 182 x 62 horiz. 89 x 130 corner
MikroPC	420 x 297**	210 x 277**	210 x 297**	97 x 297 vert.** 210 x 145 horiz.**	51 x 297 vert.** 175 x 66 horiz. 86 x 135 corner
CIO 2009	420 x 285**	210 x 285**	210 x 285**	100 x 285 vert.** 210 x 140 horiz.**	
Talouselämän Urtie			190 x 260	93 x 260 vert. 190 x 128 horiz.	93 x 128 vert. 190 x 62 horiz.

\*Bleed 3 mm. \*\*Bleed 5 mm.

Tabloids	2/1 spread	1/1 page	A4	Back cover	1/2 page	1/4 page
Tekniikka&Talous	526 x 365	253 x 365	210 x 297	253 x 330	124 x 365 vert. 253 x 180 horiz.	124 x 180 vert.
Tietoviikko	526 x 365	253 x 365	210 x 297	253 x 365	124 x 365 vert. 253 x 180 horiz.	124 x 180 vert.
Urtie	526 x 365	253 x 365			124 x 365 vert. 253 x 180 horiz.	124 x 180 vert. 253 x 85 horiz.

Other sizes, please see the rate card.

## Markkinointi&Mainonta Rates and sizes

€/ column mm 6,10

	Front cover	Premium-spread	2/1 spread	1/1 page	4 x 275	5 x 180	2 x 380	3 x 200	5 x 100	2 x 180
Price	12 915	12 915	11 500	7 200	4 900	4 300	3 475	2 840	2 350	1 725
Size	260 x 270**	520 x 380**	520 x 380**	260 x 380**	200 x 275**	260 x 180**	98 x 380**	149 x 200**	260 x 100**	98 x 180**

\*\*Bleed 5 mm and recommended inner margin 10 mm.

## Mediutiset Rates and sizes

	Front cover	Back cover	2/1 spread	1/1 page	3 columns	2 columns	1 column	A4 Note size	A5	A6	1/2 page	1/3 page	1/4 page
Price	9 500	5 445	6 820	4 950	3 880	3 110	2 080	4 120	2 890	1 910	3 320	2 980	2 530
Size	250 x 310	252 x 368	525 x 368	252 x 368	150 x 368	98 x 368	47x 368	200 x 280	150 x 210	98 x 138	252 x 182	252 x 138	252 x 90

# Insert sizes

Magazine	Magazine size	Binding	Bound insert		Loose insert		Ad page/spot glued card		Printed by
			mm min	mm max	mm min	mm max	mm min	mm max	
Talouselämä	220 x 297	stapled	115 x 200	220 x 297	105 x 148	200 x 277	60 X 80	200 x 210	Hansaprint
Arvopaperi	210 x 297	perfect bound	140 x 148	210 x 297	105 x 148	190 x 287	60 X 80	160 x 210	ScanWeb
Fakta	220 x 297	perfect bound	140 x 148	220 x 297	105 x 148	200 x 287	60 X 80	170 x 210	ScanWeb
M&M	260 x 380	stapled	-	-	149 x 210	250 x 370	-	-	Hämeen Paino
Tekniikka&Talous	280 x 400	stapled	-	-	149 x 210	265 x 390	-	-	Sanomala
Metallitekniikka	210 x 297	stapled	110 x 120	210 x 297	105 x 148	200 x 287	60 X 80	170 x 210	ScanWeb
Energia	210 x 297	stapled	110 x 120	210 x 297	105 x 148	200 x 287	60 X 80	170 x 210	ScanWeb
Tietoviikko	280 x 400	stapled	-	-	149 x 210	265 x 390	-	-	Lehtikanta
MikroPC	210 x 297	perfect bound	140 x 148	210 x 297	105 x 148	190 x 287	60 X 80	160 x 210	ScanWeb
Mediutiset	280 x 400	stapled	-	-	149 x 210	265 x 390	-	-	Savon Paino

Printed by	Address / Insert delivery to	Contact
Hansaprint Vantaa	Myllynkivenkuja 4, FI-01620 Vantaa, Finland	Nina Kuukkanen, +358 10 542 5301
ScanWeb Oy	Korjalankatu 27, FI-45130 Kouvola, Finland	Marianne Turunen, +358 5 884 0460, Leo Sormunen, +358 5 884 0414
Hämeen Paino Oy	Kassimäenkatu 2, FI-30300 Forssa, Finland	+358 9 122 6910, forssa.kayttopaallikot@sanoma.fi
Sanomala Oy	Martinkyläntie 9, FI-01770 Vantaa, Finland	Pentti Laitinen +358 9 122 3870
Lehtikanta Oy	Lehtikaari 1, FI-45130 Kouvola, Finland	Vesa Rossi, +358 5 2800 6011
Savon Paino Oy	Taipaleentie 17, FI-78250 Varkaus, Finland	+358 17 570 6850

Inserts must be delivered to the printing house 7 workdays before production.

# Insert rates

Prices in euros.

Magazine	Ad page + spot glued card	2 pages	4 pages	6 pages	8 pages	12 pages	16 pages	20 pages	24 pages	32 pages
Talouselämä	14 460	9 940	14 280	17 300	20 960	26 900	32 870	35 230	36 600	42 290
Arvopaperi	6 040	4 360	4 360	4 360	6 030	6 030	7 720	7 720	-	-
Fakta	6 050	3 280	4 520	6 000	7 380	9 570	-	-	-	-
M&M	-	4 900	6 130	7 350	-	11 860	13 060	-	-	-
Tekniikka&Talous	-	9 430	9 430	9 430	14 540	14 540	25 350	25 350	-	-
Metallitekniikka	4 540	4 550	4 550	4 550	5 690	5 690	7 690	7 690	-	-
Energia	3 180	3 190	3 190	3 190	3 990	3 990	5 370	5 370	-	-
Tietoviko	-	7 310	7 310	7 310	9 290	9 290	10 610	10 610	-	-
MikroPC	9 100	8 870	8 870	8 870	11 610	11 610	13 250	13 250	-	-
Mediutiset	-	4 950	4 950	6 950	6 950	9 490	9 490	-	-	-

# Special creatives



## Talentum DM and Talentum Headhunting – Recruitment DM

Cost-effective benefits from the strengths of trade publications and direct marketing. Talentum DM offers high product visibility through a creative and novel approach. Messages can be targeted at the desired group of readers ensuring accuracy and efficiency. Depending on the publication, Talentum DM can be published with additional or false covers.

## Bound insert, loose insert and spot glued insert

Both bound and loose inserts can be published in magazine publications and loose inserts in tabloid publications. Spot glued inserts can be used in magazine publications.

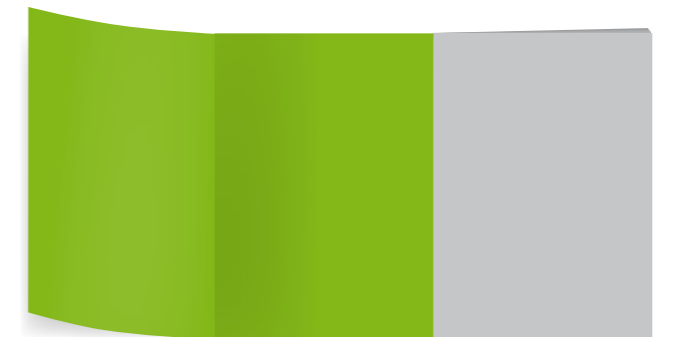


## Additional covers

Additional covers offer the highest media coverage for advertisements. They can be used for special creatives in all magazine publications. The size of an additional cover is half of the front cover and back cover or, alternatively, half of the front cover and the entire back cover. Can be used for special creatives in all magazine publications except for Talouselämä.

## Gatefold

Premium spots for premium products. The gatefold covers provide up to 3 additional pages, ensuring higher advertisement visibility. Gatefolds can be added in both front and back covers.



## Bagging

Talentum publications are desired and highly anticipated by readers at home and at the office. Magazine bagging allows customers to reach a high-profile target group.

## Banderole

Wraparound banderoles can be used in parts of tabloid print runs for increased visibility and for reaching a certain target group for instance by means of Talentum DM.



# Material guidelines

## Printing material requirements for magazine publications

Talouselämä, Fakta, Arvopaperi, Metallitekniikka, Energia, MikroPC and CIO.

Illustrations and photos in high-resolution CMYK graphics (300 dpi) in EPS, JPEG or TIFF-format.

## Typefaces

Adobe typefaces. True Type typefaces not permitted. Please convert text into paths if possible.

## Materials as print-ready PDF files

Please do not use the following elements: RGB or Index colours, ICC profiles or OPI links.

E.g. PDF/X-1a:2001 format, include cutting margin (3 mm) and trim marks. If you do not wish to adjust the CMYK values, select "No Color Conversion" from the Output menu.

## Reproduction

Talouselämä, Tekniikka&Talous, Fakta, M&M, Tietoviikko, MikroPC, Uratie, Talouselämän Uratie and CIO.

Faktor Oy, Annankatu 34-36 B, FI-00100 Helsinki, Finland

Contact: Mika Isohanni, +358 20 442 4247, +358 20 442 4376, +358 50 376 1952

## Reproduction

Arvopaperi, Iina Lievonen +358 40 342 4669

Metallitekniikka, Kari Kortelainen, +358 40 342 4340

Energia, Heini Kauppinen, +358 50 565 1141

Mediutiset, Reima Kangas, +358 20 442 4693

## Printing material requirements for tabloids

Tekniikka&Talous, M&M, Tietoviikko, Mediutiset and Uratie.

Illustrations and photos in high-resolution CMYK graphics (300 dpi) in EPS, JPEG or TIFF-format.

Typefaces, Adobe typefaces. True Type typefaces not permitted. Please convert text into paths if possible. Avoid font size 12 and smaller.

Materials as print-ready PDF files.

Please do not use the following elements: RGB or Index colours, ICC profiles or OPI links.

E.g. in PDF/X-1a:2001 format. If you do not wish to adjust the CMYK values, select "No Color Conversion" from the Output menu.

Please note: M&M and Mediutiset/Feature supplements: Cutting margin 5 mm and trim marks. Recommended inner margin 10 mm.

## Color separation recommendations

Please note UCR – Undercolour removal. Total area coverage 240%. Dot gain medium shades 22%.

## Grey balance:

Cyan	Magenta	Yellow
20 %	14 %	14 %
30 %	22 %	22 %
40 %	30 %	30 %
50 %	40 %	40 %

Target density (+0,1):

Cyan	Magenta	Yellow	Black
0,85	0,85	0,85	1,10

We recommend 75% achromatic (GCR) separation.

Maximum black 85%, starting from the light tones (black starts when cyan is 5%).

**We reserve the right to optimise advertisement colours for the printing process.**

## Recommendations

Use of 4-colour black or small negative text or other small elements is not recommended to avoid offset possibly caused by the printing method.

# Technical data

Magazine	Talouselämä and Talouselämän Uratie	Arvopaperi	Fakta	M&M	Tekniikka&Talous and Uratie
<b>Magazine size</b>	220 x 297 mm	210 x 297 mm	220 x 297 mm	260 x 380 mm	280 x 400 mm
<b>Type area</b>	220 x 297 mm	210 x 297 mm	220 x 297 mm	260 x 380 mm	253 x 365 mm
<b>Number of columns</b>	4	4	3-4	5	6
1 column	-	-	-	47 mm	38 mm
2 columns	-	-	-	98 mm	80 mm
3 columns	-	-	-	149 mm	124 mm
4 columns	-	-	-	200 mm	167 mm
5 columns	-	-	-	260 mm	210 mm
6 columns	-	-	-	-	253 mm
<b>Printing method</b>	Offset	Heatset/Offset	Heatset Web Offset	Newsprint offset rotation	Newsprint offset rotation
<b>Screen ruling</b>	54 lines/cm	60 lines/cm	70 lines/cm	40 lines/cm	40 lines/cm
<b>Resolution</b>	300 dpi	300 dpi	300 dpi	200 dpi	200-300 dpi
<b>Paper</b>	Cover, Galerie Art 150 g/m <sup>2</sup> Inside pages, Novapress Silk 75 g/m <sup>2</sup>	Cover, LumiArt SC 200 g/m <sup>2</sup> Inside pages, Galerie One Silk 80 g/m <sup>2</sup>	Cover, Galerie Art Gloss 130 g/m <sup>2</sup> Inside pages, Galerie Fine Silk 80 g/m <sup>2</sup>	Special newsprint 55 g/m <sup>2</sup> Brightness ISO722	Special newsprint 52 g/m <sup>2</sup> Brightness 72
<b>Binding</b>	Stapled	Perfect bound	Perfect bound	Stapled	Stapled
<b>Printed by</b>	Hansaprint Vantaa Myllynkivenkuja 4 FI-01620 Vantaa, Finland	ScanWeb Oy Korjalankatu 27 FI-45130 Kouvola, Finland	ScanWeb Oy Korjalankatu 27 FI-45130 Kouvola, Finland	Hämeen Paino Oy Kassimäenkatu 2 FI-30300 Forssa, Finland	Sanomala Oy Martinkyläntie 9 FI-01770 Vantaa, Finland

Lehti	Metallitekniikka	Energia	Tietoviikko and Uratie	CIO	MikroPC	Mediutiset
<b>Magazine size</b>	210 x 297 mm	210 x 297 mm	280 x 400 mm	210 x 285 mm	210 x 297 mm	280 x 400 mm
<b>Type area</b>	210 x 297 mm	210 x 297 mm	253 x 365 mm	210 x 285 mm	210 x 297 mm	252 x 368 mm
<b>Number of columns</b>	4	4	6	4	4	5
1 column	44,5 mm	42,5 mm	38 mm	-	42 mm	47 mm
2 columns	93 mm	-	80 mm	-	88 mm	98 mm
3 columns	143,5 mm	-	124 mm	-	135 mm	150 mm
4 columns	190 mm	-	167 mm	-	181 mm	200 mm
5 columns	-	-	210 mm	-	-	252 mm
6 columns	-	-	253 mm	-	-	-
<b>Printing method</b>	Offset	Offset	Newsprint offset rotation	Offset	Offset	Newsprint offset rotation
<b>Screen ruling</b>	54 lines/cm	54 lines/cm	40 lines/cm	54 lines/cm	54 lines/cm	40 lines/cm
<b>Resolution</b>	300 dpi	300 dpi	200-300 dpi	300 dpi	300 dpi	200 dpi
<b>Paper</b>	Cover, Galerie Art 130 g/m <sup>2</sup> Inside pages, Novapress Silk 75 g/m <sup>2</sup>	Cover, LumiArt 150 g/m <sup>2</sup> Inside pages, G-print 90 g/m <sup>2</sup>	Special newsprint 55 g/m <sup>2</sup> Brightness 72	Cover, Galerie Art 150 g/m <sup>2</sup> Inside pages, Novapress Silk 75 g/m <sup>2</sup>	Cover, Galerie Art 130 g/m <sup>2</sup> Inside pages, Galerie Britte 80 g/m <sup>2</sup>	Special newsprint 55 g/m <sup>2</sup> Brightness 72
<b>Binding</b>	Stapled	Stapled	Stapled	Stapled	Perfect bound	Stapled
<b>Printed by</b>	ScanWeb Oy Korjalankatu 27 FI-45130 Kouvola, Finland	ScanWeb Oy Korjalankatu 27 FI-45130 Kouvola, Finland	Lehtikanta Oy Lehtikaari 1 FI-45130 Kouvola, Finland	-	ScanWeb Oy Korjalankatu 27 FI-45130 Kouvola, Finland	Savon Paino Oy Taipaleentie 17 FI-78250 Varkaus, Finland