

**PUBLISHER:**

The Electrical Contractors' Association of Finland STUL  
www.stul.fi

**PUBLISHING FIRM:**

Sähköinfo oy  
www.sahkoinfo.fi  
1st year of publication

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**TECHNICAL INFORMATION:**

Size: 217x280 mm  
Print area: 217x280 mm  
binding: stapling  
Printing method: offset

ISSN 2736-9161

Sähkömaailma Extra is a member of the Finnish Periodical Publishers Association.



**Sähkömaailma Extra is a magazine that dives deep in the world of electrical and information technology. It is targeted for professionals who keep up with the time and update their knowledge. The magazine covers the new standards and the latest technology from LEDs to KNX and from smart networks to virtual power plants.**

## PROFOUND INFORMATION FOR PROFESSIONALS

**SÄHKÖMAAILMA EXTRA'S** articles cover electricity distribution, energy efficiency, data communications and networks, lighting, as well as automation and security systems. The magazine also presents interesting building projects all over the country and interprets latest electric installations regulations. Extra's articles last time and remain interesting for a long time.

Where the parent magazine Sähkömaailma tells the latest news in the field, Sähkömaailma Extra digs deeper and more precisely into current and interesting themes that interest contractors.

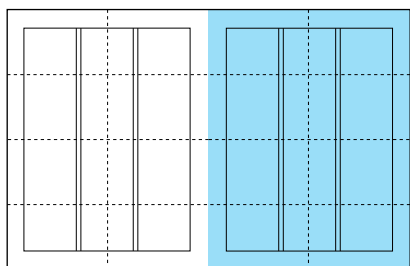
In 2021 the magazine will focus on among other things to electric car charging, PoE technology and fire safety. The printed magazine is complemented by an online version, which also acts as an article and advertisement database for the magazine's subscribers. It can be found at the website: [www.sahkoinfo.fi/severi](http://www.sahkoinfo.fi/severi).

### READER SURVEY 2020

According to the survey, 81 percent of respondents consider Sähkömaailma to be a fairly or very useful source of information in the electricity sector. One issue of the magazine has clearly more readers (3.9) than the average of the professional journals surveyed by Taloustutkimus oy (2.2). Because the number of readers per issue is relatively large, the importance of the magazine is greater than it can be deduced from the number of editions alone. The study can be found at: [www.sahkomaailma.fi](http://www.sahkomaailma.fi).

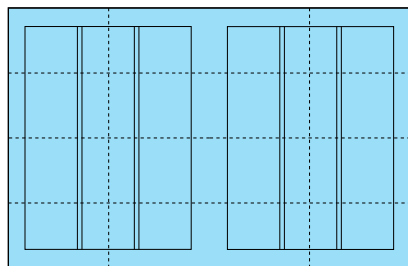
NUMBER	PUBLICATION DATE	RESERVATION	MATERIAL DATE
SM Extra 1	26.3.2021	25.1.	5.2.
SM Extra 2	28.5.2021	31.3.	15.4.
SM Extra 3	27.8.2021	27.5.	9.6.
SM Extra 4	22.10.2021	27.8.	9.9.
SM Extra 5	17.12.2021	22.10.	4.11.

# SÄHKÖMAAILMA EXTRA: ADVERTISEMENT SIZES AND PRICES 2021



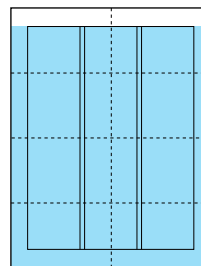
## 1/1-page

217×280 mm + 5 mm  
4250€



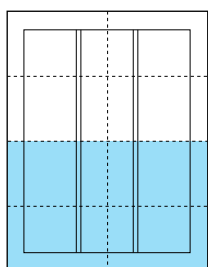
## 1 spread 2/2

434×280 mm + 5 mm  
7150€ (other spreads 6150€)



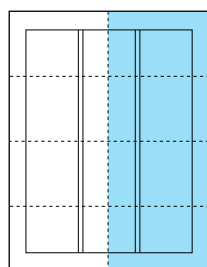
## BACK COVER

217×250 mm + 5 mm  
5300€



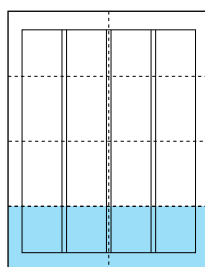
## 1/2-page horizontal

217×140 mm + 5 mm  
2800€



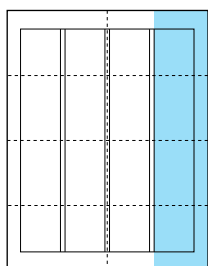
## 1/2-page vertical

108×280 mm + 5 mm  
2800€



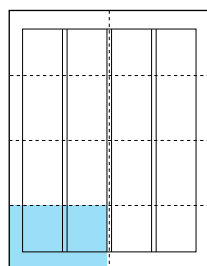
## 1/4-page horizontal

217×70 mm + 5 mm  
1650€



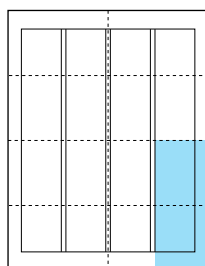
## 1/4-page vertical

54×280 mm + 5 mm  
1650€



## 1/8-page horizontal

54×140 + 5 mm  
950€



## 1/8-page vertical

106×70 + 5 mm  
950€

## INTERNET /SOCIALMEDIA ADDRESS DIRECTORY, 4-COLOUR

Sähkömaailma or Sähkömaailma Extra magazine 350 € / 12 months.  
In both Sähkömaailma and Sähkömaailma Extra magazines together 550 € / 12 months.  
Size 32,5 x 15 mm.

Advertising sales: Martti Karhu,  
Tel. +358 41 453 4069  
martti.karhu@sahkoinfo.fi

## DISTRIBUTION OF SÄHKÖMAAILMA 2020

Electrical and telecommunications contractors	42 %
Special contractors	31 %
Industry and wholesale trade	10 %
Energy and telecommunications companies	3 %
Electrical designer	2 %
Others	12 %

## ADVERTISEMENT MATERIALS

Ready-to-print pdf-file.  
CMYK-colour, resolution 300 dpi.

E-mail: anne.dannemann@sahkoinfo.fi  
Additional work required by the advertisements will be charged separately.

## CHANGES TO ADVERTISEMENT PRICES AND TERMS

Advertising prices and delivery terms are valid until further notice. The magazine reserves the right to make changes. Changes will be announced one month before they come into force.

## REFUSAL

The magazine is entitled to refuse to publish an advertisement.

## LIABILITY FOR ERRORS AND CLAIMS

The advertiser is responsible for ensuring that the publication of material given to the magazine does not infringe anyone's copyright and that the advertisement conforms to laws and decrees.

The magazine will not be liable damages caused by the omission of an advertisement or for the fact that an advertisement cannot be published on the set date.

A reminder of an incorrect advertisement must be made in writing within 14 days of the publication of the magazine.

## CANCELLATION OF ADVERTISEMENTS

The advertisement must be withdrawn in writing no later than the material date. If the

cancellation occurs after the deadline, the magazine reserves the right to invoice the entire price of the advertisement.

## PAYMENTS

Sähköinfo oy  
Business code 0196590-4

## PAYMENT TERMS

14 days net. Interest on arrears 8 %

## BANK

Nordea FI56 1247 3000 0835 89  
Sampo FI92 8000 1200 0588 58

## PUBLISHING FIRM

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