

**PUBLISHER:**

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

**PUBLISHING FIRM:**

Sähköinfo oy, www.sahkoinfo.fi

**PRICES 2021:**

Standing order 99,00 € (+ VAT)  
includes Sähkömaailma Extra-magazine  
and online versions of both magazines.  
Single magazine 9,90 € (+ VAT)

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**CIRCULATION:**

4 069 (audited 2021)  
Edition about 4 500 copies  
38th year of publication

**TECHNICAL INFORMATION:**

Size: tabloid  
Print area: 280 x 400 mm  
Column width: 47 mm  
Number of columns: 5  
Printing method: offset

ISSN 0781-8556 (print)

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Sähkömaailma is a member of the Finnish Periodical Publishers Association.

# Sähkömaailma



As the sector's most widely read newspaper, Sähkömaailma uses its over 35-year's experience to illuminate matters in the electrical and telecommunications sector and reports on its events.

## THE INFORMATION FLOW WORTH MONEY

**THE EXPERTS** appearing in the magazine include electrical and telecommunications contractors, electrical and telecommunications installers and antenna installers. Issues covered in the magazine include electricity networks, telecommunications, security and antenna systems, automation, lighting, heating, energy efficiency and energy saving.

Sähkömaailma is published 11 times a year. In addition to professionals working in the electrical sector, the magazine is read by those who are working in industry and construction as well as authorities and students.

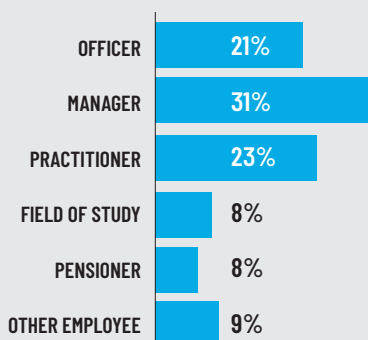
Subscription of Sähkömaailma includes also 5 numbers of Sähkömaailma Extra -magazine, which provides deeper outlook on selected issues. You also get an access to online versions of both journals.

NUMBER	PUBLICATION DATE	RESERVATION	MATERIAL DATE
SM 1*	28.1.2022	20.12.	3.1.
SM 2	25.2.2022	17.1.	27.1.
SM 3	25.3.2022	14.2.	24.2.
SM 4	27.4.2022	11.3.	22.3.
SM 5	30.5.2022	19.4.	29.4.
SM 6-7	27.6.2022	13.5.	23.5.
SM 8	29.8.2022	19.7.	29.7.
SM 9	23.9.2022	15.8.	25.8.
SM 10	21.10.2022	12.9.	22.9.
SM 11**	28.11.2022	10.10.	20.10.
SM 12	16.12.2022	7.11.	17.11.

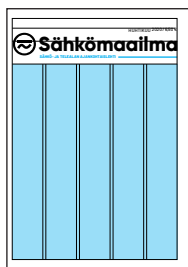
\*Magazine will be distributed to Jyväskylä Sähkö-, Tele-, Valo- ja Av -fair visitors.

\*\*Number will appear on Electrical Contractor Days.

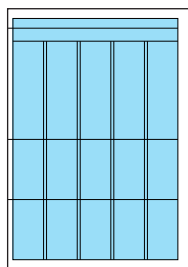
### READER PROFILE



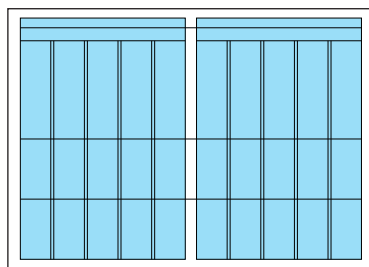
# SÄHKÖMAAILMA: ADVERTISEMENT SIZES AND PRICES 2022



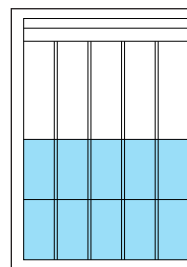
**Front cover**  
253×280 mm  
6150€



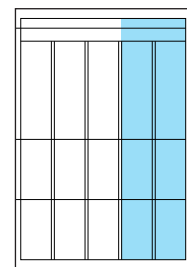
**1/1-page**  
253×370 mm  
4250€



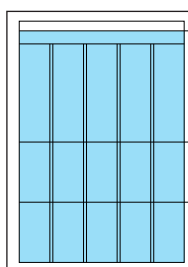
**Spread 2/2**  
520×370 mm  
6150€



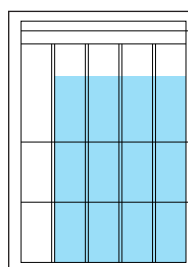
**1/2-page**  
253×182 mm  
2800€



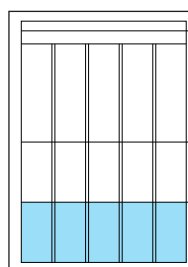
**2/5-page**  
98×370 mm  
2150€



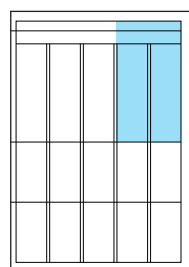
**Back cover**  
253×355 mm  
5300€



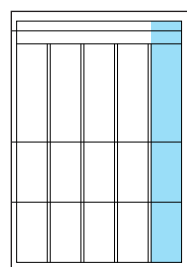
**A4-size**  
201×285 (96%)  
3400€



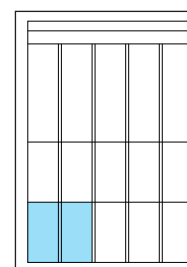
**1/4-page**  
253×90 mm  
1650€



**Vartti-size**  
98×185 mm  
1350€



**1/5-page**  
47×365 mm  
1250€



**1/8-page**  
98×92 mm  
950€

## INTERNET /SOCIAL MEDIA 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:** Johannes Finne  
Tel. +358 40 922 0973  
johannes.finne@sahkoinfo.fi

## SPECIAL SERVICE DIRECTORY 4-COLOUR

KOKO	HINTA
38 x 52	405 € / 12 month
38 x 108	595 € / 12 month
38 x 165	825 € / 12 month
38 x 355	1 650 € / 12 month

24 % VAT will be added to all prices.

Enclosures will be priced separately.

## DISTRIBUTION OF SÄHKÖMAAILMA 2021

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

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