

## PUBLISHER:

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

## PUBLISHING FIRM:

Sähköinfo oy, www.sahkoinfo.fi

## PRICES 2027:

Standing order 115,00 € (+ VAT)  
includes Sähkömaailma Extra magazine  
and online versions of both magazines.  
Single magazine 12,90 € (+ VAT)

## EDITOR-IN-CHIEF:

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marko.utriainen@stul.fi

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## ADVERTISING SALES:

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## CIRCULATION:

5 113 (audited 2025)  
Edition about 4 000 copies  
43rd year of publication

## TECHNICAL INFORMATION:

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

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ISSN 2736-9870 (web)

Sähkömaailma is a member  
of the Finnish Periodical  
Publishers Association.



# Sähkömaailma



Ensure your visibility in the number one media for the electrical and telecommunications industry. Sähkömaailma reports on the most important events and phenomenas in the field in print and digital channels.

THE MAGAZINE  
IS READ BY 20 000  
ELECTRICAL  
PROFESSIONALS

## REACH PROFESSIONALS IN THE ELECTRICAL AND TELECOM INDUSTRY EFFECTIVELY

**SÄHKÖMAAILMA** leads the way in industry developments – from smart solutions to solar power and EV charging to energy efficiency.

Published ten times a year, the magazine, its digital channels, and events offer you broad visibility. Sähkömaailma is the official media partner of the Jyväskylä Sähkö trade fair and the Sähkö-Electricity event. The magazine is also distributed at the Electrical Contractors' Days and other Sähköinfo's major training events.

Our readers include electrical and telecommunications contractors, electrical designers, other industry professionals, and students. They value Sähkömaailma's expert journalism and trust our advertisers. Your message will reach those who make the investment decisions in the electrical industry.

INCREASE  
YOUR  
VISIBILITY!

## TAKE CONTROL OF DIGITAL CHANNELS!

Maximize your visibility – advertise also on Sähkömaailma.fi and in our newsletter.

Ask more about  
our digital  
advertising  
options:  
johannes.finne  
@sahkoinfo.fi



| NUMBER  | PUBLICATION DATE | RESERVATION DATE | MATERIAL DATE |
|---------|------------------|------------------|---------------|
| SM 1-2  | vko 4 (28.1.)    | 20.12.           | 4.1.          |
| SM 3    | vko 8 (25.2.)    | 18.1.            | 28.1.         |
| SM 4    | vko 12 (25.3.)   | 15.2.            | 25.2.         |
| SM 5*   | vko 17 (29.4.)   | 24.3.            | 5.4.          |
| SM 6    | vko 21 (27.5.)   | 23.4.            | 4.5.          |
| SM 7-8  | vko 25 (24.6.)   | 21.5.            | 31.5.         |
| SM 9    | vko 34 (26.8.)   | 22.7.            | 3.8.          |
| SM 10   | vko 39 (30.9.)   | 20.8.            | 1.9.          |
| SM 11   | vko 43 (28.10.)  | 17.9.            | 29.9.         |
| SM 12** | vko 47 (25.11.)  | 15.10.           | 27.10.        |

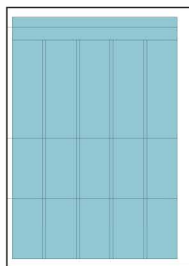
\* The magazine is distributed at the Sähköinfo's major training events.

\*\* The magazine is the official media partner of the Electrical Contractors' Days.

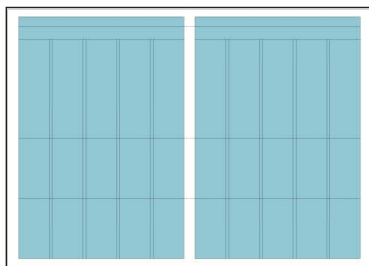
# SÄHKÖMAAILMA: ADVERTISEMENT SIZES AND PRICES 2027



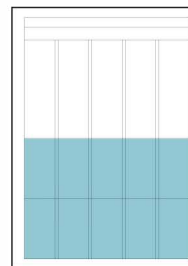
**Front cover**  
253×280 mm  
6 450 €



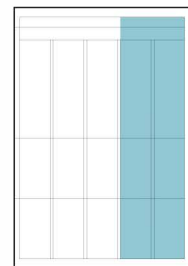
**1/1-page**  
253×370 mm  
4 450 €



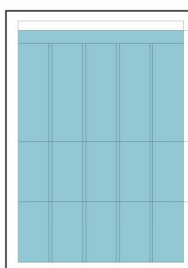
**Spread 2/2**  
520×370 mm  
6 450 €



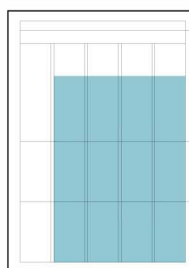
**1/2-page**  
253×182 mm  
2 950 €



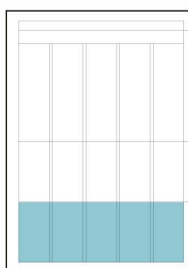
**2/5-page**  
98×370 mm  
2 250 €



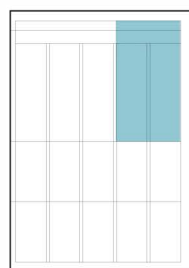
**Back cover**  
253×345 mm  
5 550 €



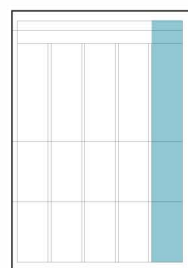
**A4-size**  
201×285 (96%)  
3 550 €



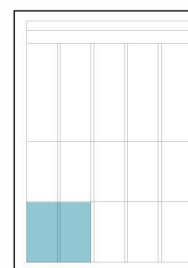
**1/4-page**  
253×90 mm  
1 750 €



**Corner**  
98×185 mm  
1 400 €



**1/5-page**  
47×365 mm  
1 300 €



**1/8-page**  
98×92 mm  
1 000 €

## SPECIAL SERVICE DIRECTORY 4-COLOUR

| SIZE     | PRICE              |
|----------|--------------------|
| 38 x 52  | 420 € / 12 month   |
| 38 x 108 | 620 € / 12 month   |
| 38 x 165 | 860 € / 12 month   |
| 38 x 355 | 1 700 € / 12 month |

24 % VAT will be added to all prices.

## ADVERTISING INSERTS

Various advertising inserts can be distributed with the magazine. Prices are quoted separately.

**REQUEST  
A QUOTE!**

## ADVERTISING SALES:

**Johannes Finne**  
Tel. +358 40 922 0973  
johannes.finne@sahkoinfo.fi

## EARN FREE VISIBILITY

Send us details about your new product or any other story idea:  
**sahkomaailma@sahkoinfo.fi**

## DISTRIBUTION ON YEAR 2026

|                                               |      |
|-----------------------------------------------|------|
| 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: aineistot@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 for 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. The effective interest rate on commercial contracts determined by the Bank of Finland.

## BANK

Nordea FI56 1247 3000 0835 89  
Danske Bank FI92 8000 1200 0588 58

## PUBLISHING FIRM

Sähköinfo oy  
P.O. Box 55, FIN-02601 Espoo  
Tel. +358 9 5476 1422  
www.sahkomaailma.fi | www.stul.fi



**PUBLISHER:**

Sähköinfo Ltd, owned by the Finnish Association of Electrical and Telecommunication Contractors (STUL)  
www.sahkoinfo.fi

**ADVERTISING SALES:**

Johannes Finne  
Puhelin 040 922 0973  
johannes.finne@sahkoinfo.fi

**MATERIAL SUBMISSION:**

Please send your materials no later than one week before the publication date to: aineistot@sahkoinfo.fi

**INFORMATION AND****DELIVERY OF MATERIALS:**

File format: jpg

**Maximum size:**

300 KB (sähkömaailma.fi)  
500 KB (newsletter)

Avoid using very thin cuts and small font sizes in the banner texts.

**Please also include:**

- contact information
- The link to which visitors are directed (URL-address)
- description of the content of the banner (ALT-text)

**NATIVE ARTICLE SUBMISSION GUIDELINES****Please provide:**

A native article of 2 500–4 000 characters, including a headline, an introduction, at least one subheading, image caption(s), and 1–2 landscape-oriented JPG images.

Native articles are clearly distinguished from editorial content with the label "Partner Content." All content must comply with good marketing practices. The publisher reserves the right to make the final publication decision and to edit the content when necessary.

All materials must be submitted no later than two weeks prior to publication.

**BANNER DESIGN SERVICES:**

Banner graphic design 100 € / banner + VAT.  
Additional work required for banners will be charged separately.

**MORE INFORMATION:**

aineistot@sahkoinfo.fi

## IMPACTFUL ADVERTISING ON SÄHKÖMAAILMA'S DIGITAL CHANNELS



### Maximize your online presence

Advertise to electrical professionals where they actively follow industry developments.

**Sähkömaailma.fi** reaches over 70 000 unique visitors annually. The site offers real-time news coverage and in-depth expert analysis.

**The Sähkömaailma newsletter** is sent on the magazine's publication day to approximately 13 000 professionals.

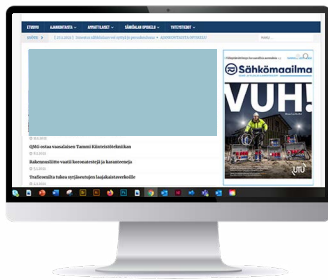
THE LEADING  
MEDIA IN THE  
ELECTRICAL AND  
TELECOM  
INDUSTRY

BE  
PRESENT WHERE  
THE INDUSTRY  
CONNECTS!

# SÄHKÖMAAILMA.FI - BANNER AD SIZES AND PRICES 2027

## SÄHKÖMAAILMA.FI -SITE

**WEBSITE BANNERS:** Ads are displayed not only on the homepage but also across all subpages. Advertising positions are allocated on a first-come, first-served basis. Banners generate approx. 10 000 impressions during a 2-week campaign period.



### GIANT BOX BANNER

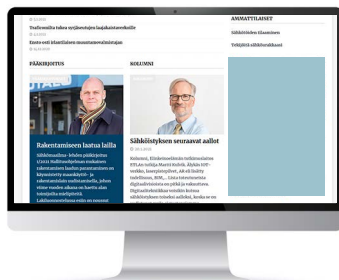
In content blocks 750×500 pxl  
500 € / 2 weeks

The advertisement will be visible either at the top of the homepage and the bottom of the subpages or at the bottom of the homepage and the top of the subpages.



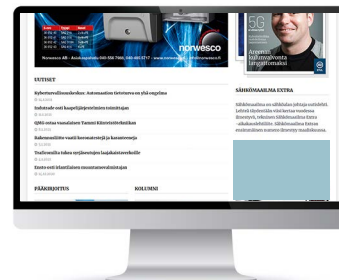
### PARADE BANNER

1 200×300 pxl, 900 € / 2 weeks



### HORIZONTAL BANNER

In side block 400×267pxl, 200 € / 2 weeks



### VERTICAL BANNER

In side block 400×600pxl, 300 € / 2 weeks

### NATIVE ARTICLES

Native articles include 2 500–4 000 characters and 1–2 landscape-oriented images. The article will be published on sähkömaailma.fi, with its visibility further enhanced through Meta advertising for one month.

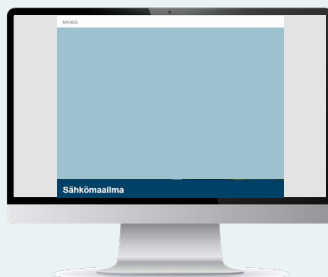
2 000 € / 1 month

**TARGETED  
EXPERT  
CONTENT!**

## SÄHKÖMAAILMA.FI -NEWSLETTER

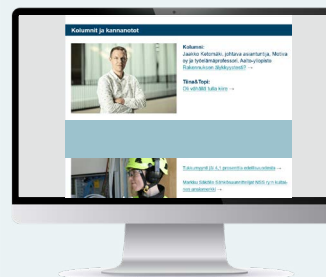
The newsletter will be sent via e-mail on the day the magazine is published to the magazine's subscribers, STUL members and members of member organizations and subscribers of newsletter.

In 2026, the letter was sent to an average of approximately 13 000 recipients.



### GIANT BOX BANNER

1300×600–867pxl, 800 € / sending  
Maximum file size 300 KB.



### MID-PAGE BANNER

1200×266pxl, 600 € / sending  
Maximum file size 300 KB.

### CHANGES TO ADVERTISING MATERIAL PRICES AND TERMS:

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