



betoni

Media Kit 2024

CONTACT INFORMATION

Publisher:

Betoniteollisuus ry
(Concrete Industry Ltd)
P.O. Box 381 (Eteläranta 10)
10. floor, 00131 Helsinki, Finland
Tel.: +358 9 12991

Editor-in-Chief:

Maritta Koivisto
maritta.koivisto@betoni.com

Managing Director:

Jussi Mattila
jussi.mattila@rt.fi

Website:

www.betoni.com

Subscriptions and changes of address:

betoni@betoni.com

Please note!

The address changes for SAFA, RIA, RIL, VYRA Ornamo, MAS, MARK, BY, BLY and RKL member subscribers through the associations

ADVERTISING SALES

Nina Loisalo
Tel.: +358 50 368 9072
nina.loisalo@rt.fi

Maritta Koivisto
maritta.koivisto@betoni.com

COMPLAINTS

Complaints shall be made in writing within 14 days after release date:

betoni@betoni.com

Further information:

betoni@betoni.com

Betoni is a magazine that introduces widely concrete architecture and structures, environmental and infrastructure construction, the latest information on concrete construction, research and development projects and the most interesting references from Finland and abroad. The magazine also presents the latest concrete art and design.

The features and news covered in the Magazine build up the development picture of concrete architecture and technology as well as industrial construction, both in Finland and on the international scene. Standing columns include the technical columns and training programs organized by Concrete Industry Ltd. Betoni Magazine also serves as a communication tool providing information on various events in the industry.

The Magazine is designed for developers, designers and builders in the construction trade, as well as for public employees and professionals working in business and industry. Betoni Magazine is also distributed to various research and educational institutes.

Betoni Magazine was founded in 1930. It comes out four times a year, with 96-120 pages in each issue.

Annual subscription fee: 56 € + vat (10 %).

Retail cover price: 15 € + vat (10 %).



RELEASE DATES AND MATERIAL SUBMISSION 2024

| Issue | Release | Material | Preliminary themes |
|--------|---------|----------|--|
| 1/2024 | 18.3. | 23.2. | Publication of The award of the Concrete Structure of the year and Landscape structure of the year. New in concrete house building. The issue-specific low carbon theme. |
| 2/2024 | 11.6. | 20.5. | Concrete floors. Concrete buildings. New projects. The issue-specific low carbon theme. |
| 3/2024 | 7.10. | 13.9. | Concrete in landscape architecture. Recycling. The issue-specific low carbon theme. |
| 4/2024 | 23.12. | 29.11. | Concrete facades. Renovation of the concrete structures. The issue-specific low carbon theme. |

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ADVERTISING RATES AND TERMS

Advertising rates as of 1 January 2024. Attachments by agreement. Advertising rates are exclusive of VAT. 25,5 % . Attachments and other promotional opportunities by agreement.

Ask us about our other options, services and annual contract prices!

| Advertising Formats | Width x height (mm) | Prices: 4-colour (€) |
|---------------------|--|----------------------|
| 2/1 pages (spread) | 420 x 297 mm (+ bleed 5 mm, alignment marks) | 4.950 € |
| 1/1 page (A4) | 210 x 297 mm (+ bleed 5 mm, alignment marks) | 2.950 € |
| 1/2 page | horizontal 182 x 127 mm | 2.060 € |
| 1/2 page | vertical 89 x 258 mm | 2.060 € |
| 1/4 page | horizontal 182 x 61,5 mm | 1.440 € |
| 1/4 page | vertical 89 x 127 mm | 1.440 € |
| 1/8 page | horizontal 90 x 65 mm | 1.010 € |
| 2. cover | 210 x 297 mm (+ bleed 5 mm, alignment marks) | 3.300 € |
| 3. cover | 210 x 297 mm (+ bleed 5 mm, alignment marks) | 3.100 € |
| back cover | 210 x 267 mm (+ bleed 5 mm, alignment marks) | 3.950 € |

Customer discounts:

Two advertisements per year - 20 %

Three advertisements per year - 25 %

Four advertisements per year - 30 %

CANCELLATION OF ADVERTISEMENTS

Cancellations shall be made by a written notice one week prior to material submission date:

betoni@betoni.com

TECHNICAL SPECIFICATIONS

| | |
|-------------------|-----------------------------------|
| Trim size: | 210 x 297 mm (A4) |
| Printing area: | 182 x 271 mm, 4-colour |
| Screen ruling: | 70, Number of columns: 3 |
| Printing process: | Offset, Binding: adhesive binding |

MATERIAL GUIDELINES AND DELIVERY ADDRESS

Announcements in digital format (ready for printing. Pdf) with 5 mm bleed marks + alignment marks in whole page and back cover materials. Bleed marks are not needed in smaller materials.

In the file name must be mentioned the magazine number, ad size and name of the client. Customer is responsible for the accuracy of the material and the delivery of the material by deadline. The magazine has the right not to publish any ad.

| | |
|-------------------|---|
| Printed by: | Punamusta, Joensuu |
| Address: | Kosti Aaltosen tie 9, 80140 Joensuu, Finland |
| Tel.: | + 358 10 230 8400 |
| Email: | betoni@betoni.com |
| Ad traffic: | betoni@betoni.com tai nina.loisalo@rt.fi |
| Customer Service: | Sari Lehto, sari.lehto@punamusta.com |

CIRCULATION AND DISTRIBUTION (changes possible)

| | |
|---|------|
| • Members of the Association of Finnish Architects (SAFA) | 1970 |
| • Members of the Association of Finnish Civil Engineers (RIL) | 4139 |
| • Members of the Association of Finnish Construction Engineers and Architects (RIA) | 3412 |
| • Members of the Association of Finnish Landscape Architects (MARK) | 211 |
| • Members of the Association of Finnish Landscape designers (MAS) | 284 |
| • Members of the Association of Finnish Landscape constructors (VYRA) | 139 |
| • The Finnish Association of Designers (ORNAMO)) | 130 |
| • Members of the Concrete Association of Finland (BY) | 15 |
| • Members of the Finnish Concrete Floor Association (BLY) | 76 |
| • Member companies in the Confederation of Finnish Construction Industries (RT) | 400 |
| • Other building contractors | 200 |
| • Engineering offices | 200 |
| • Municipal building authorities | 336 |
| • Developers and consulting engineers | 269 |
| • Officials of Confederation of Finnish Construction Industries | 50 |
| • Technical and vocational schools | 179 |
| • Students | 705 |
| • Public authorities | 209 |
| • Building managers | 307 |
| • Libraries | 480 |
| • Overseas subscribers | 100 |
| • Other subscriptions | 800 |
| • Advertisers and working copies | 50 |
| • Issue specific special distributions | 250 |
| • Members of Parliament | 60 |

Total

14 971 pcs

BETONI ONLINE MAGAZINE

Betoni Online magazine is available: <https://betoni.com/lehti>

Betoni Online magazine will contain articles from the printed magazine and in addition to these the latest topics and news related to the concrete industry. As a new feature, there is a possibility to purchase online display ads and commercial partner articles. The online magazine also contains an archive of previously published magazines.

ONLINE DISPLAY AD: PRICES AND SIZES

Front page: Box 300 x 250 px

| Visibility | Price € (+ VAT 25,5 %) |
|------------|------------------------|
| 1 month | 560 |
| 3 months | 1250 |
| 6 months | 1880 |
| 12 months | 2500 |

Front page: Higher box: 300 x 600 px

| Visibility | Price € (+ VAT 25,5 %) |
|------------|------------------------|
| 1 month | 750 |
| 3 months | 1630 |
| 6 months | 2500 |
| 12 months | 3370 |

Article: Box 300 x 250 px

| Visibility | Price € (+ VAT 25,5 %) |
|------------|------------------------|
| 1 month | 450 |
| 3 months | 1000 |
| 6 months | 1500 |
| 12 months | 2000 |

Article: Higher box: 300 x 600 px

| Visibility | Price € (+ VAT 25,5 %) |
|------------|------------------------|
| 1 month | 600 |
| 3 months | 1300 |
| 6 months | 2000 |
| 12 months | 2700 |



ONLINE DISPLAY AD: TECHNICAL SPECIFICATIONS

We accept the following banner file formats:

- Static banner (images) in the following file formats: jpg, png or gif
- Gif-animations (.gif)
- HTML5-banner

Materials should be delivered to: nina.loisalo@rt.fi

COMMERCIAL PARTNER ARTICLES

Commercial partner articles are content advertisements that are edited in articles format. Customer will provide the content: text material, images, graphics or video files/links. The article will be edited and layouted to website by Betoni-magazine editorial staff. The article will be marked as "Kaupallinen yhteistyö".

The materials for commercial partner articles are requested to be delivered as ready made. The editors reserve the right to check the content before publication.

For more information: nina.loisalo@rt.fi or maritta.koivisto@betoni.com

COMMERCIAL PARTNER ARTICLES: PRICE

| Visibility | Price € (+ VAT 25,5 %) |
|------------|------------------------|
| 1 month | 1500 |

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PUBLISHER

Betoni Magazine is published by Concrete Industry Ltd.

The company is the leading publisher in the concrete industry in Finland and Betoni Magazine is a member of the Finnish Magazine Media Association.

Concrete Industry Ltd. annually selects the Concrete Structure of the Year and organizes the Concrete Days.