

betoni

Media Kit 2026

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 Finnish Concrete Industry Association. 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 92 (-120) pages in each issue. The online magazine also publishes current events and news: https://betoni.com/lehti/

Annual subscription fee: 56 € + vat (10 %).
Retail cover price: 15 € + vat (10 %).







CONTACT INFORMATION

Publisher:
Betoniteollisuus ry
(Finnish Concrete Industry Association)
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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
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COMPLAINTS

Complaints shall be made in writing within 14 days after release date:
betoni@betoni.com

Further information:
betoni@betoni.com

RELEASE DATES AND MATERIAL SUBMISSION 2026

Issue	Release	Material	Preliminary themes
1/2026	13.3.	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.
2/2026	1.6.	11.5.	Concrete floors. Concrete buildings. New projects. The issue-specific low carbon theme.
3/2026	24.9.	4.9.	Concrete in landscape architecture. Recycling. The issue-specific low carbon theme.
4/2026	11.12.	23.11.	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 2026. 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:	Miika Hiltunen, miika.hiltunen@punamusta.com

CIRCULATION AND DISTRIBUTION (changes possible)

• Members of the Association of Finnish Architects (SAFA)	1649
• Members of the Association of Finnish Civil Engineers (RIL)	2637
• Members of the Association of Finnish Construction Engineers and Architects (RIA)	3656
• 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	259
• 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	**12 946 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



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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 Finnish Concrete Industry Association.

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

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