betoni

Media Kit 2021

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@rakennusteollisuus.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, RKL and RTY member subscribers through the associations

ADVERTISING SALES

Nina Loisalo
Tel.: +358 50 368 9072
nina.loisalo@rakennusteollisuus.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 80-120 pages in each issue.

Annual subscription fee: 54 € vat included.
Retail cover price: 13,50 € vat included.

RELEASE DATES AND MATERIAL SUBMISSION 2021

Issue	Release	Material	Preliminary themes
1/2021	12.3.	19.2.	Publication of The award of the Concrete Structure of the year. New in concrete house building.
2/2021	4.6.	11.5.	Concrete floors. Concrete buildings. New projects.
3/2021	8.10.	16.9.	Concrete in landscape architecture. Recycling.
4/2021	10.12.	18.11.	Concrete facades. Renovation of the concrete structures.

All rights to changes reserved.

ADVERTISING RATES AND TERMS

Advertising rates as of 1 January 2021. Attachments by agreement. Advertising rates are exclusive of VAT. 24 %. 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)	368 x 273 mm (with margins 420 x 297 mm)	4.950 €
1/1 page (A4)	184 x 273 (with margins 210 x 297 mm)	2.950 €
1/2 page	horizontal 184 x 130 mm	2.060 €
1/2 page	vertical 90 x 273 mm	2.060 €
1/4 page	horizontal 184 x 65 mm	1.440 €
1/4 page	vertical 90 x 130 mm	1.440 €
1/8 page	horizontal 90 x 65 mm	1.010 €
2. cover	210 x 297 mm	3.300 €
3. cover	210 x 297 mm	3.100 €
back cover	210 x 297 mm ***)**	3.950 €

Customer discounts:
Two advertisements per year - 20 %
Three advertisements per year - 25 %
Four advertisements per year - 30 %

***)** NOTE! Please leave 30 mm of white space for address in the upper edge of advertisements placed on back cover.

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:	184 x 273 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) min. 3 mm bleed marks and model print for the offer supplier or by agreement.

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@rakennusteollisuus.fi
Foreman:	Hannu Kurkikangas, hannu.kurkikangas@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
• The Finnish Society of Building Inspectors (RTY)	671
• 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	668
• Public authorities	209
• Building managers	307
• Kirjastot	480
• Overseas subscribers	113
• Other subscriptions	800
• Advertisers and working copies	50
• Issue specific special distributions	250
• Members of Parliament	60
Total	**15 618 pcs**

PUBLISHER

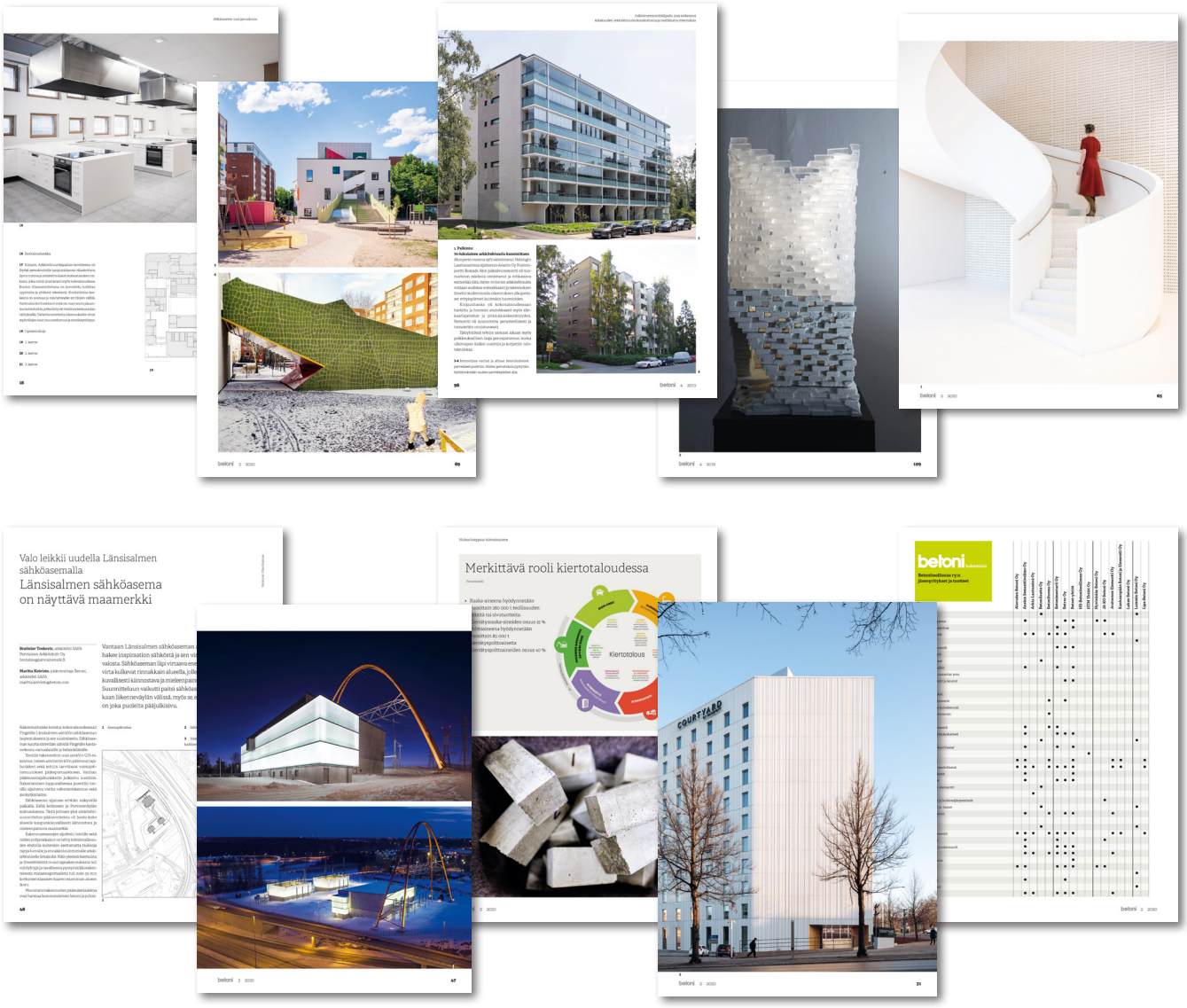
Betoni Magazine is published by Concrete Industry Ltd.

The company is the leading publisher in the concrete industry in Finland and is the member of the Finnish Federation of Periodicals and Magazines.

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

ALSO AVAILABLE ONLINE

Betoni Magazine is also available online:
http://www.betoni.com

The magazine archive contains all issues from 2005 onwards:
https://betoni.com/arkkitehtisuunnittelu/betoni-lehti/arkisto/

For the older issues, some of the articles and content lists are available in pdf-format.