



Automaatioväylä

MEDIACARD 2018

Automaatioväylä is the magazine for Finnish automation professionals. Its 6 annual issues each have a specific theme and its articles also discuss new automation methods, applications and trends. Articles are written by experts from research, manufacturers and automation professionals.

The average reader has a managing or technical position, university degree and is in the middle of his working career. He considers the magazine as an important source of professional information. 58% of the readers archive the printed magazine. (Reader survey spring 2017.)

91% PREFERS TO READ THE PRINT VERSION
96% READS THE MAGAZINE TO LEARN NEW DEVELOPMENT
AND TO FOLLOW THE TRENDS IN THE FIELD OF AUTOMATION



www.automaatiovayla.fi

PUBLISHER

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CIRCULATION

3.300 pcs, Subscribers, the members of the Finnish Society of Automation, the members of the Finnish Measurement and Control Technology Association, the members of the Robotics Society in Finland and technical libraries and educational institutions.

MATERIAL DELIVERY

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ADVERTISEMENT SALES

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TERMS OF PAYMENT

14 days net. Interest on overdue payments 8%
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ANNUAL SUBSCRIPTION RATES

Finland 90 € (incl. VAT 10%)
 Other countries 105 €

PUBLISHING AND MATERIAL SCHEDULE 2018

Reservations one week before the material date.

No	Publ. date	Material	Themes /additional distribution
1	26.01.	10.1.	Industrial Internet IoT / SähköTeleValoAv
2	20.03.	26.02.	Robotics and machine automation
3	18.05.	27.04.	Bio, paper & pulp / Norrkama 2018
4	21.09.	31.08.	Building- and energy automation
5	02.11.	12.10.	Smart Factory 2018 exhibition
6	07.12.	16.11.	Process automation & field equipment

ADVERTISING RATES 2018

Value added tax 24% will be added to all prices.

Size	Format	Rate	Annual discounts
1/1 page	210x275	2 150 €	2-3 advertisements 10%
½ horizont.	210x137	1 590 €	4 advertisements 15%
½ vertical	105x275	1 590 €	5 advertisements 20%
¼ horizont.	210x70	1 020 €	6 advertisements 25%
¼ vertical	105x117	1 020 €	
Front cover	190x190	3 700 €	Banners automaatiovayla.fi 5-6 ads during a year 220 €/kk
Back cover	210x243	3 370 €	2-4 ads during a year 290 €/kk
Inside covers	210x275	2 660 €	1 ad during a year 360 €/kk

Banner size 300 x 150 px

TECHNICAL INFORMATION

Format 210 x275
 Printing House ForssaPrint / Forssa
 Binding stitched
 Cutting reserve min 3 mm
 More information www.forssaprint.fi

CANCELLATION OF ADVERTISEMENT AND RECLAMATIONS

If the cancellation happens after the material date, the magazine holds the right to invoice the whole advertising rate. The publisher has right to refuse to publish the advertisement. Reclamations must be done in writing within 8 days from the publishing date. The publisher limits its liability for the nonprinted advertisement as well as any mistakes in the advertisement to the price of the advertisement.