



Automaatioväylä

## MEDIACARD 2019

**Automaatioväylä is the professional automation magazine in Finland.** Annually there are 6 issues each having its theme and discussing about new automation methods, applications and development trends. Articles are written by experts from research, suppliers and automation users.

**The average reader** is a person, who 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 stores the print version. (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**



### PUBLISHER

Automaatioväylä Oy  
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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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 Print ready PDF-file

### ADVERTISEMENT SALES

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### TERMS OF PAYMENT

14 days net. Interest on overdue payments 8%  
 Payment receiver: Automaatioväylä Oy,  
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### ANNUAL SUBSCRIPTION RATES

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

### PUBLISHING AND MATERIAL SCHEDULE

Reservations one week before the material date.

Issue	Publ. date	Material date	Themes /additional distribution
1	01.02.	02.01.	Engineering and Cyber Security
2	22.03.	20.02.	Process Automation
3	10.05.	09.04.	Smart City
4	20.09.	21.08.	Digitalization
5	25.10.	25.09.	Teknologia 2019 – Fair
6	05.12.	06.11.	Co-operation Robotics

### ADVERTISING RATES

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

Size	Dimension	Price	Discounts based on # annual ads
1/1 page	210x275	2 200 €	2-3 advertisements 10%
½ horizont.	210x137	1 650 €	4 advertisements 15%
½ vertical	105x275	1 650 €	5 advertisements 20%
¼horizont.	210x70	1 100 €	6 advertisements 25%
¼ vertical	105x117	1 100 €	
Front cover	190x190	3 800 €	<b>Banners automaatiovayla.fi</b> 5-6 ads during the year 230 €/kk
Back cover	210x243	3 500 €	2-4 ads during the year 300 €/kk
Inside covers	210x275	2 750 €	1 ad during the year 370 €/kk

Banner size 300 x 150 px

### TECHNICAL INFORMATION

Format 210 x275  
 Printing House ForssaPrint / Forssa  
 Binding stitched  
 Cutting reserve 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.