

MEDIACARD 2020



PUBLISHER

Automaatiöväylä Oy
Asemapäällikönkatu 12B,
FI-00520 Helsinki
+358 50 400 6624

EDITOR-IN-CHIEF

Otto Aalto, +358 400 704 927
otto.aalto@automaatiovayla.fi
Material to editorial office
toimitus@automaatiovayla.fi

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

kirsi.perimo@faktor.fi and
jukka.tiainen@bouser.fi
Print ready PDF-file

ADVERTISEMENT SALES

Jukka Tiainen, +358 400 444 435
jukka.tiainen@bouser.fi
Jouni Kohonen, +358 40 500 9929
jouni.kohonen@bouser.fi

TERMS OF PAYMENT

14 days net. Interest on overdue payments 8%
Payment receiver: Automaatiöväylä Oy,
VAT number 08407411
Bank Account FI38 1555 3000 1115 01

ANNUAL SUBSCRIPTION RATES

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

Automaatiöväylä 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

PUBLISHING AND MATERIAL SCHEDULE

Reservations one week before the material date.

Issue	Publ. date	Material date	Themes /additional distribution
1	24.01.	27.12.19	Reliability in Operation and Maintenance
2	20.03.	20.02.	Process Automation
3	08.05.	08.04.	Smart Environment
4	11.09.	13.08.	Artificial Intelligence
5	06.11.	08.10.	Smart Factory – Exhibition Issue
6	11.12.	12.11.	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	2 250 €	2-3 advertisements 10%
½ horizont.	210x137	1 700 €	4 advertisements 15%
½ vertical	105x275	1 700 €	5 advertisements 20%
¼horizont.	210x70	1 150 €	6 advertisements 25%
¼ vertical	105x117	1 150 €	
Front cover	190x190	3 900 €	Banners automaatiovayla.fi 5-6 ads during the year 240 €/kk
Back cover	210x243	3 600 €	2-4 ads during the year 310 €/kk
Inside covers	210x275	2 800 €	1 ad during the year 380 €/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.