



# AUTOMAATIOVÄYLÄ MEDIACARD 2021

**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. 91% of the readers prefer the print version.

**96% READS THE MAGAZINE TO LEARN NEW DEVELOPMENT AND TO FOLLOW THE TRENDS IN THE FIELD OF AUTOMATION**

## 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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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,  
VAT number 08407411  
Bank Account FI38 1555 3000 1115 01

## 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	12.02.	15.01.	Instruments and reliability in operation
2	26.03.	26.02.	Intelligent environment
3	07.05.	09.04.	Process automation
4	10.09.	13.08.	AI and cyber security
5	29.10.	01.10.	Teknologia 21 Fair / 9.-11.11.21
6	10.12.	12.11.	Cobots

## ADVERTISING RATES

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

Size	Dimensi on	Price	Discounts based on annual ads
1/1 page	210x275	2 250 €	2-3 advertisements 10%
½ horiznt.	210x137	1 700 €	4 advertisements 15%
½ vertical	105x275	1 700 €	5 advertisements 20%
¼ horiznt.	210x70	1 150 €	6 advertisements 25%
¼ vertical	105x117	1 150 €	<b>Banners automaatiovayla.fi</b>
Front cove	177x191	3 900 €	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 x 275  
Printing House PunaMusta www.punamusta.fi  
Binding stitched  
Cutting reserve 3 mm  
More information www.punamusta.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.