



# AUTOMAATIOVÄYLÄ MEDIACARD 2022

**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.

**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.

## TECHNICAL INFORMATION

Format 210 x 275  
Printing House www.punamusta.fi  
Binding stitched  
Cutting reserve 3 mm

## ADVERTISEMENT SALES

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## TERMS OF PAYMENT

14 days net. Interest on overdue payments 8%  
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[www.automaatiovayla.fi](http://www.automaatiovayla.fi)

## PUBLISHING AND MATERIAL SCHEDULE 2022

ISSUE	PUBLISHING DATE	MATERIAL DATE	THEMES/+additional distribution
1	18.02.	18.01.	Business Automation
2	14.04.	14.03.	Process Automation/Teknologia 22 Fair
3	20.05.	20.04.	Information Systems in Automation
4	09.09.	09.08.	Robotics and AI
5	28.10.	28.09.	Energy and Infrastructure
6	09.12.	09.11.	Measurement Technology and Analytics

Reservations one week before the material date.

## ADVERTISING RATES

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

SIZE	SIZE mm.	PRICE	DISCOUNTS BASED ON ANNUAL ADS
1/1 page	210x275	2 300 €	2-3 advertisements 10%
½ horiznt.	210x137	1 750 €	4 advertisements 15%
½ vertical	105x275	1 750 €	5 advertisements 20%
¼ horiznt.	210x70	1 200 €	6 advertisements 25%
¼ vertical	105x117	1 200 €	
Front cover	177x191	4 000 €	<b>BANNERS automaatiovayla.fi</b> 5-6 ads during the year 245 €/kk
Back cover	210x243	3 700 €	2-4 ads during the year 315 €/kk
Insidecovers	210x275	2 900 €	1 ad during the year 390 €/kk

Banner size 300 x 150 px

## MATERIAL DELIVERY

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Print ready PDF-file.  
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## 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.