

# SÄHKÖALA – *the best information link*



*to the electrical sector!*

## PUBLISHER

The Electrical Contractors' Association of Finland STUL  
www.stul.fi

## PUBLISHING FIRM

Sähköinfo Oy  
P.O. Box 55, FIN-02601 Espoo  
Tel. +358 9 547 610  
Fax +358 9 5476 1310  
sahkoala@sahkoinfo.fi  
www.sahkoala.fi/lehti  
www.sahkoinfo.fi

## EDITORIAL STAFF

Editor-in-Chief: Olli-Heikki Kyllönen  
olli-heikki.kyllonen@stul.fi

Editorial secretary/Editor: Maria Heinola  
Puhelin +358 9 5476 1301  
maria.heinola@sahkoinfo.fi

## ADVERTISING SALES

Martti Karhu  
Tel. +358 41 453 4069 or  
+358 9 5476 1303  
martti.karhu@sahkoinfo.fi

## CIRCULATION

2104 copies (audited 2010)  
Average print run 2300 copies  
54<sup>th</sup> year of publication

## TECHNICAL INFORMATION

Page size: A4  
Print area: 210 x 297 mm  
Binding: glued binding  
  
Printing method: offset  
Paper:  
Inside pages: G-Print 100 g/m<sup>2</sup>, matt  
Cover: Galerie Art Gloss 200 g /m<sup>2</sup>  
Printer: Forssan Kirjapaino Oy

ISSN 0789-5437

Sähköala is a member of the Finnish Periodical Publishers Association.

## SUBSCRIPTION PRICES 2011

Standing order € 75,00  
One year € 85,00  
All subscriptions are prepaid.

**Sähköala's technical-financial articles provide electrical and telecommunications sector professionals with the latest information every month – as they have for the past 53 years.**

Sähköala's regular columns deal with subjects of interest to readers – current electrical and telecommunications implementations in building projects, installation regulations, electricity distribution, legal questions, new technologies, and discussion themes, as well as important people in the electrical sector. Sähköala magazine is supplemented by an electronic version at the website [www.sahkoinfo.fi/severi](http://www.sahkoinfo.fi/severi), which also acts as an article and advertisement database for the magazine's subscribers.

Sähköala's articles stay fresh for a long time so readers don't throw it away quickly.

An information package, **Sähköala Koti**, intended for small-house builders and home improvers, has established itself among consumers, and will appear in March 2011.

## Advertisement reservation and material dates in 2011

A data bank for electrical and tele-sector professionals appearing 10 times a year, in at least 68 pages.

Special themes account for about 25 % of the contents, but 50 % in special numbers on lighting.

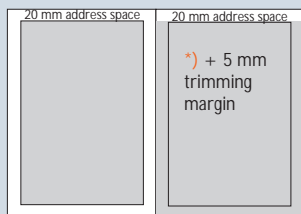
These dates may change due to special themes etc.

No.	Reservations	Material deadline**)	Publication date	Themes
1–2	20.1.	24.1.	9.2.	Distribution networks: construction, operation, maintenance
<b>3</b>	1.2.	11.2.	7.3.	<b>Sähköala Koti</b> *) (see separate media card)
4	15.3.	18.3.	6.4.	Lighting
5	13.4.	15.4.	6.5.	Antenna, telecommunications and data networks
6–7	19.5.	20.5.	6.6.	Maintenance and service, inspections
8	23.6.	26.7.	12.8.	Electric heating and energy efficiency
9	19.8.	23.8.	9.9.	Lighting
10	16.9.	20.9.	6.10.	New products
11	18.10.	21.10.	7.11.	Automation and security systems
12	15.11.	18.11.	7.12.	Tools and measuring devices, work safety

\*) Special number for small-house builders. Print run 45 000 copies. \*\*) Ready-to-print pdf

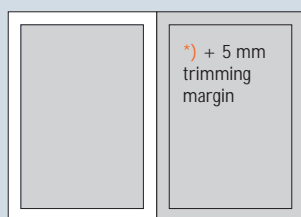
# Advertisement sizes and prices 2011

**Back cover** 190 x 265 and 210 x 275\*)



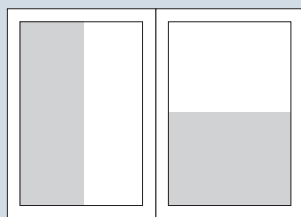
3 500,-

**1/1** 190 x 280 and 210 x 297\*)



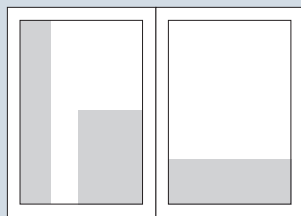
3 000,-

**1/2** 90 x 255 and 180 x 125



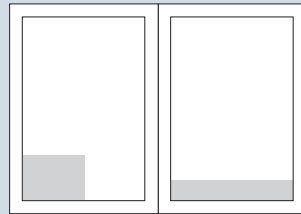
2 000,-

**1/4** 50 x 260, 90 x 130 and 180 x 65



1 500,-

**1/8** 90 x 65 and 180 x 32

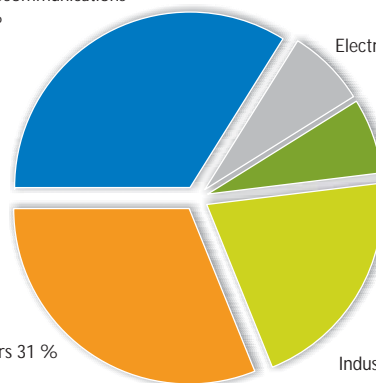


1 000,-

23 % VAT will be added to all prices  
Enclosures will be priced separately.

## DISTRIBUTION OF SÄHKÖALA MAGAZINE 2010

Electrical and telecommunications contractors 34 %



Electrical designers 7 %

Energy and telecommunications companies 7 %

Others 31 %

Industry and wholesale trade 21 %

The name and address information required for posting magazines are printed by inkjet on the back page of the magazine. **The space required for the address is 20 mm at the upper edge of the back page.**

### INTERNET ADDRESS DIRECTORY, 4-colour

Size: 32,5 x 15 mm  
Price: € 350 / 12 months

In both Sähkömaailma and Sähköala together € 550

23 % VAT will be added to prices.

### ADVERTISING MATERIAL

Ready-to-print pdf file.  
CMYK-colour. Resolution 300 dpi.  
E-mail: [auli.ekroos@sahkoinfo.fi](mailto:auli.ekroos@sahkoinfo.fi)

**Additional charges for advertisements**  
Additional work will be invoiced separately.

### CHANGES TO ADVERTISEMENT PRICES AND TERMS

Advertisement prices and terms apply for the time being. The magazine reserves the right to make changes. Changes will be announced one month before they come into force.

### REFUSAL

The magazine is entitled to refuse to publish an advertisement.

### LIABILITY FOR ERRORS AND CLAIMS

The advertiser is responsible for ensuring that the publication of material given to the magazine does not infringe anyone's copyright and that the advertisement conforms to laws and decrees.

The magazine will not be liable for damages arising from the omission of an advertisement, nor from its not being able to publish an advertisement on the set date. Claims arising from an erroneous advertisement must be made in writing within 14 days of publication of the magazine.

### CANCELLATION OF ADVERTISEMENTS

To be made in writing by the material deadline at the latest. If cancellation takes place after the deadline, the magazine reserves the right to invoice the entire price of the advertisement.

### PAYMENTS

Sähköinfo Oy  
Business code 0196590-4

### Payment terms

14 days net. Interest on arrears 8 % .

### Bank

Nordea 124730-83589

Sähköala's media data can also be found on the website:  
[www.sahkoala.fi](http://www.sahkoala.fi) > [Mediakortit](#)