

VALO is a trade magazine for electrical and lighting designers and consultants, architects, interior architects, electrical contractors, for people in charge of lighting in energy companies and road administration and for other people working within lighting industry.

### PUBLISHER

Illuminating Engineering Society of Finland  
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### LAYOUT

Petri Vuorio, Eteinen Visual Design,  
Jarmo Wideman

### TECHNICAL INFORMATION

**Printed by** Art-Print Oy

**Size** 230 mm x 295 mm

**Paper** Galerie Art Matt 150 g,  
cover Galerie Art Silk 250 g

### CIRCULATION

5000 pcs

Web editions have an average of 3800 hits.

### DISTRIBUTION

Individual and company members of Illuminating Engineering Society of Finland, members of Finnish Association of Architects SAFA and Association of Finnish Construction Engineers and Architects RIA (architects and construction architects working in private offices or in the public sector), Finnish Association of Interior Architects SIO, electrical designers, member electric companies of Finnish Electricity Association Sener, Road Regions of Finnish Road Administration, landscape and garden designers and educational institutions.

### WEB EDITION

Magazine issues are also available as public web editions at [www.valosto.com/valolehti](http://www.valosto.com/valolehti) and are identical to the printed versions.

### EDITORIAL CALENDAR 2012

**VALO 1/2012** publication in June

- editorial material deadline **April 20th**
- advertisement and product news deadline **April 27th**

**VALO 2/2012** publication in December

- editorial material deadline **November 2nd**
- advertisement and product news deadline **November 9th**

### MECHANICAL REQUIREMENTS

Advertisements must be delivered as high resolution PDF files (300 dpi, CMYK) with minimum 3 mm bleeds.

Please deliver your material by email to [tiia.loisa@valosto.com](mailto:tiia.loisa@valosto.com).

### CANCELLATION OF ADVERTISEMENT

Cancellation must be done before the material deadline.

### RECLAMATIONS

Reclamations regarding advertisements should be made within 14 days of publication.

### ADVERTISEMENT RATES AND SIZES

Sponsor members of the magazine are entitled to lower advertisement rates and their company logo will be displayed in the magazine and posted on the website of Illuminating Engineering Society of Finland.

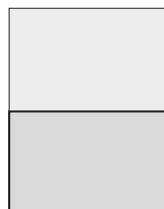
Members of Illuminating Engineering Society of Finland are granted 20 % discount.

Please direct inquiries regarding advertisements to [tiia.loisa@valosto.com](mailto:tiia.loisa@valosto.com).



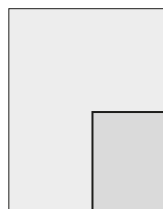
**1/1 PAGE** 2750 €  
230 x 295 mm

**1/3 PAGE VERTICAL** 1870 €  
76 x 295 mm



**1/2 PAGE HORIZONTAL** 2200 €  
230 x 146 mm

**1/2 PAGE VERTICAL** 2200 €  
109,5 x 295 mm



**1/4 PAGE HORIZONTAL** 1750 €  
230 x 79 mm

**1/4 PAGE VERTICAL** 1750 €  
109,5 x 146 mm

VAT 23% will be added to the rates.