

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, Global House Oy

TECHNICAL INFORMATION

Printed by Forssan Kirjapaino Oy
Size 230 mm x 295 mm
Paper G-Print 130 g, cover G-Print 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 and contractors, 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 and are identical to the printed versions.

EDITORIAL CALENDAR 2010

VALO 1/2010 publication in June

- editorial material deadline **April 23rd**
- advertisement and product news deadline **April 30th**

VALO 2/2010 publication in December

- editorial material deadline **November 5th**
- advertisement and product news deadline **November 12th**

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.

CANCELLATION OF ADVERTISEMENT

Cancellation must be done before the material deadline.

RECLAMATIONS

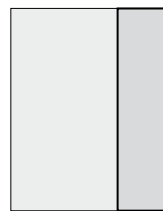
Reclamations regarding advertisements should be made within 14 days of publication.

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.

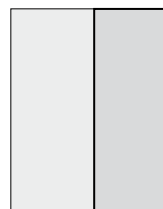
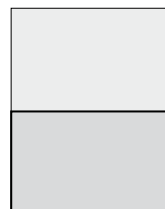
Members of Illuminating Engineering Society of Finland are granted 20 % discount.

Please direct inquiries regarding advertisements to tiia.loisa@valosto.com.



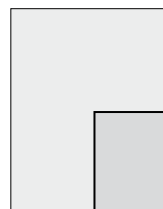
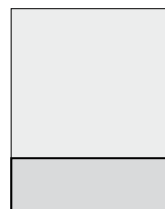
1/1 PAGE 2500 €
230 x 295 mm

1/3 PAGE VERTICAL 1700 €
76 x 295 mm



1/2 PAGE HORIZONTAL 2000 €
230 x 146 mm

1/2 PAGE VERTICAL 2000 €
109,5 x 295 mm



1/4 PAGE HORIZONTAL 1500 €
230 x 79 mm

1/4 PAGE VERTICAL 1500 €
109,5 x 146 mm

VAT 22% will be added to the rates.