

# VALO

MEDIA INFORMATION 2017

## EDITORIAL CALENDAR 2017

	Editorial material	Advertisements and product news	Publication
VALO 1/2017	April 13th	April 21st	week 22
VALO 2/2017	October 27th	November 3rd	week 50

**V**ALO 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  
Särkiniementie 3, FI-00210 Helsinki, Finland

**Business identity code** 0970313-2

**Managing Director** Heikki Härkönen  
heikki.harkonen@valosto.com

### EDITORIAL STAFF

**Editor in Chief** Tapio Kallasjoki

**Managing Editor** Markku Varsila

**Subeditor** Tiia-Maarit Loisa

**Editorial Board** Tapio Kallasjoki (Chairman), Totti Helin, Heikki Härkönen, Pia Rantanen, Samuli Rasinmäki, Lars Räihä, Markku Varsila, Mika Vehmas

**Layout** Petri Vuorio, Eteinen Visual Design

### TECHNICAL INFORMATION

**Printed by** Lönnberg Painot Oy

**Size** 230 x 295 mm

**Paper** G-Print 130 g,  
cover Galerie Art Silk 250 g

### CIRCULATION

5 500–6 500 pcs

**Addressed distribution** 5 500 pcs (December 2016)  
In addition, web editions have an average of 7 500 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, Finnish Transport Agency and Centres for Economic Development, Transport and the Environment, landscape and garden designers and educational institutions.

### WEB EDITIONS

Magazine issues are also available as public web editions:

- [www.valosto.com/valolehti](http://www.valosto.com/valolehti)
- [www.lehtiluukku.fi](http://www.lehtiluukku.fi) (also with Windows mobile devices)
- free Lehtiluukku apps (iPad, iPhone, Android).

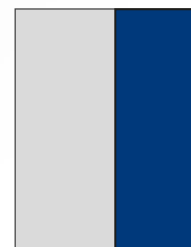
### ADVERTISEMENT RATES AND SIZES



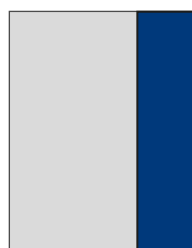
**1/1 PAGE**  
2 750 €  
230 x 295 mm



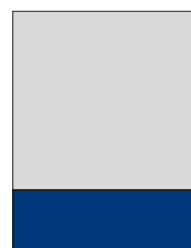
**1/2 HORIZONTAL**  
2 200 €  
230 x 146 mm



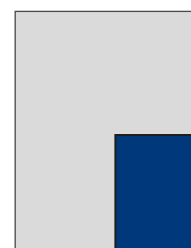
**1/2 VERTICAL**  
2 200 €  
109,5 x 295 mm



**1/3 VERTICAL**  
1 870 €  
76 x 295 mm



**1/4 HORIZONTAL**  
1 750 €  
230 x 79 mm



**1/4 VERTICAL**  
1 750 €  
109,5 x 146 mm

Other advertisement sizes and inserts according to quotes.  
Prices do not include VAT.

Members of Illuminating Engineering Society of Finland are granted a 20% discount. 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. Inquiries regarding advertisements: [tiia.loisa@valosto.com](mailto:tiia.loisa@valosto.com).

### MECHANICAL REQUIREMENTS

Advertisements must be delivered as high resolution PDF files (minimum 300 dpi, CMYK Coated FOGRA39) with 3 mm bleeds. Material by email: [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.