

VALO

MEDIA INFORMATION 2019

EDITORIAL CALENDAR 2019

	Editorial material	Advertisements and product news	Publication
VALO 1/2019	April 12th	April 19th	week 22
VALO 2/2019	October 25th	November 1st	week 50

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.



VALO

MEDIA INFORMATION 2019

PUBLISHER

Illuminating Engineering Society of Finland
Särkiniementie 3, FI-00210 Helsinki, Finland

Business identity code 0970313-2

Managing Director Heikki Härkönen
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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, Lars Rähä,
Markku Varsila, Mika Vehmas

Layout Petri Vuorio, Eteinen Visual Design

TECHNICAL INFORMATION

Printed by Grano 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 2017)
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:

- valosto.com/valo-lehti
- www.lehtiluukku.fi (also with Windows mobile devices)
- free Lehtiluukku apps (iPad, iPhone, Android).

ADVERTISEMENT RATES AND SIZES



1/1 PAGE

2 750 €

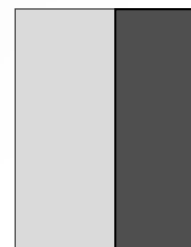
230 x 295 mm



1/2 HORIZONTAL

2 200 €

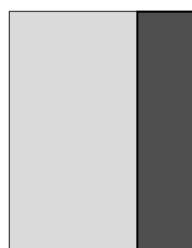
230 x 146 mm



1/2 VERTICAL

2 200 €

109,5 x 295 mm



1/3 VERTICAL

1 870 €

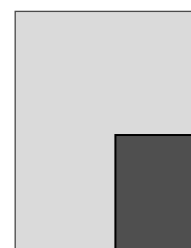
76 x 295 mm



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.

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.

CANCELLATION OF ADVERTISEMENT

Cancellation must be done before the material deadline.

RECLAMATIONS

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