

Media Information 2017

General

Maankäyttö is the leading surveying magazine in Finland. The magazine covers subjects such as: surveying, cadastre, facility management, real estate enterprises, planning, geodesy, photogrammetry, GIS, cartography and surveying techniques and equipment.

Besides professional articles *Maankäyttö* publishes interviews, news, columns and book reviews within the field of surveying.

History

Maankäyttö (Land Use) was founded in 1892 and has been published without interruptions ever since, first as *Suomen Maamittari-Yhdistyksen Aikakauskirja* (Periodical of the Finnish Association of Surveyors), from the year 1954 as *Maanmittausinsinööri* (Surveyor) and since 1975 as *Maankäyttö*.

Publisher

Maankäyttö is published by *Maankäyttö ry* (a registered association founded in 1996). The members are the *MIL ry* (Association of Finnish Surveyors) and *MAKLI ry* (Association of Polytechnical Surveying Engineers and Technicians).

Maankäyttö is a member of *Aikakauslehtien Liitto ry* (Union of Periodicals).

Circulation and Distribution

Normal print circulation 1,850 exemplars. About 1,600 of the total circulation are posted to the members, the remaining issues to other subscribers. The electric version reaches monthly about 600 unique readers and thousands of downloads are made from the electric archive each month.

Readers of the magazine:

- Surveying engineers
- Surveying technicians
- Cartographers
- Students of the field of surveying.

Companies and organisations interested in the subjects covered by the magazine:

- Engineering and cartographic companies within the field of surveying
- Planning and consulting companies
- Real estate brokers
- Software, IT companies and vendors within the field of GIS
- Planning and surveying departments in municipalities
- Governmental planning and environment authorities.

Circulation covers about 70% of all surveyors in Finland.

Publication Schedule and Deadlines

Maankäyttö is published quarterly. Publication schedule and deadline for material in 2017:

Number	Release date	Deadline for articles	Deadline for advertisements
1/2017	Feb 17, 2017	Jan 18, 2017	Jan 26, 2017
2/2017	May 12, 2017	April 13, 2017	April 21, 2017
3/2017	Oct 6, 2017	Sept 7, 2017	Sept 15, 2017
4/2017	Dec 8, 2017	Nov 9, 2017	Nov 17, 2017

Advertisements

Rates for advertisements in 2017 (in euros, VAT 0):

Place	Black and white	4-colour
Back cover	1,500	2,350
Inner covers	1,000	1,650
Next to editorial	1,000	1,650
Whole page	800	1,350
1/2 page	500	750
1/4 page	400	500

Appendices and advertorials as agreed. Advertisement in the Service Index 260 €/year. An annual agreement gives a discount of 20% of the normal price. An annual agreement on a whole page advertisement allows one free entry and a yearly half page advertisement gives 50% discount on one entry in the Service Index. Advertorials 300 € (whole page once a year for agreements on annual advertisements).

Service Index

Maankäyttö includes a three-column *Service Index*, and its web-based version at www.maankaytto.fi/palveluhakemisto, where companies can publish information on their services along with the company logo and contact information. Please contact Pekka Lehtonen for further details (see below).

Web Advertisements

Starting from 2016 advertisers in the printed version of the magazine have been offered a benefit of getting a free electronic version of the advertisement which is shown in context of article downloads from the electronic archive of *Maankäyttö* at www.maankaytto.fi/arkisto/sisallysluettelot.php. Advertisers can also deliver a free banner (max 2, size 728 x 90 px) to be used in the header of the electronic archive.

Advertisement Sales

Pekka Lehtonen
 Kyröläntie 2 A, FI-04420 Järvenpää
 mobile +358 40 546 3806, e-mail plehtonen1@elisanet.fi

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Subscriptions

Annual subscription rates:

Finland	50 €/year
Nordic countries and Europe	60 €/year
Other countries	65 €/year
Single issues	12 € + postage

Rates in effect until further notice.

Contact Information

Editors

- **Editor-in-Chief Ari Laitala**
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- **Editorial Assistant Susanna Kari**
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- **Advertisement Sales Pekka Lehtonen**
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Office

Secretary Kirsikka Riekkinen
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Address changes should primarily be delivered to the member organisations.

Treasurer Karin Kolis,
karin.kolis@aalto.fi.

Editorial Board

The Editorial Board of *Maankäyttö* ry in 2017 is as follows:

- Timo Raitio (MAKLI), chair
- Karin Kolis (MIL), Riikka Pirinen (MIL), Kirsikka Riekkinen (MIL), Liisa Rouhiainen (MAKLI), Ritva Ruokanen (MAKLI), and Vesa Virtanen (MAKLI).

Web Site

The magazine web site at www.maankaytto.fi includes the basic and contact information of *Maankäyttö* but also a database of all issues since the year 2000. In addition to complete issues, individual articles, currently over 1,900, can be downloaded. The web site has over 500 unique readers and gets thousands of article downloads per month.

Print Specifications

- *Format and printable area:* A4 (210 × 297 mm).
- *Printing method:* Sheet offset.
- *Bleeds and white space:* For advertisements extending to the edge of the page, please use a bleed of 3 mm. For other advertisements, please fit the size to meet the margin sizes of the magazine. The top margin is 16 mm and the other margins are 17 mm.
- *Colour management:* For colour conversions, please use Coated FOGRA 39 or equivalent print profile for coated paper (e.g., ISO Coated v2 300%). Do not embed the colour profile in the PDF.
- *File formats and delivery:* Please deliver the advertisement as a PDF, EPS or TIFF file, image resolution 300 dpi, all colours in CMYK, fonts embedded, to graphic designers at Lagarto (see contact information below).

Layout

Lagarto / Arto Tenkanen and Jaana Jäntti
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Printer

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