

## Media Information 2020

### 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 1,600 exemplars. About 1,400 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 2020:

Number	Release date	Deadline for articles	Deadline for advertisements
1/2020	Feb 18, 2020	Jan 17, 2020	Jan 25, 2020
2/2020	May 27, 2020	April 25, 2020	May 3, 2020
3/2020	Oct 7, 2020	Sept 5, 2020	Sept 13, 2020
4/2020	Dec 9, 2020	Nov 7, 2020	Nov 15, 2020

### Advertisements

Rates for advertisements in 2020 (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](http://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](http://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

Kari Rantalainen, Lehtorannantie 11 A 16, FI-40520 Jyväskylä  
mobile +358 40 5891 478  
email [karantalainen@gmail.com](mailto:karantalainen@gmail.com)

## Media Information 2020

### Subscriptions

Annual subscription rates:

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

*Rates in effect until further notice.*

### Contact Information

#### Editors

- **Editor-in-Chief Ari Laitala**  
mobile +358 50 5668 998  
ari.laitala@maankaytto.fi or paatoimittaja@maankaytto.fi
- **Editorial Assistant Susanna Kari**  
susanna.kari@maankaytto.fi
- **News Editor Hanna Lauhkonen**  
mobile +358 40 776 7279  
hanna.lauhkonen@maanmittauslaitos.fi
- **Advertisement Sales Kari Rantalainen**  
mobile +358 40 5891 478, karantalainen@gmail.com

#### Office

Secretary Martti Pietikäinen, National Land Survey of Finland,  
toimisto@maankaytto.fi

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* is as follows:

- Kari Rantalainen (MAKLI), chair
- Karin Kolis (MIL), Riikka Pirinen (MIL), Mikael Still (MIL), Martti Pietikäinen (MAKLI), Juha Pulkkinen (MAKLI), and Ritva Ruokanen (MAKLI).

### Web Site

The magazine web site at [www.maankaytto.fi](http://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 nearly 2,000, 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  
Vuorenpeikontie 5 A 112, FI-00820 Helsinki  
mobile +358 50 467 0196  
lagarto@lagarto.fi or lagarto@kolumbus.fi

### Printer

Painotalo Plus Digital Oy  
first.last@ppd.fi  
tel. +358 207 70 3648  
mobile +358 50 595 5979  
[www.ppd.fi](http://www.ppd.fi)

