

## Media Information 2021

### 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 1,200–1,300 exemplars. About 1,000 of the total circulation are posted to the members, the remaining issues to other subscribers.

*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 2021:

Number	Release date	Deadline for articles	Deadline for advertisements
1/2021	Mar 15, 2021	Feb 20, 2021	Feb 27, 2021
2/2021	May 24, 2021	Apr 23, 2021	Apr 30, 2021
3/2021	Oct 4, 2021	Sept 3, 2021	Sept 10, 2021
4/2021	Dec 7, 2021	Nov 6, 2021	Nov 12, 2021

### Advertisements

Rates for advertisements in 2021 (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), or as agreed separately.

### 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.

### 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, or purchase digital advertisements separately.

### Advertisement Sales

Ari Laitala, 050 566 8998, [ari.laitala@maankaytto.fi](mailto:ari.laitala@maankaytto.fi)

Jamie Donovan, 040 687 5060, [jamie.donovan@maankaytto.fi](mailto:jamie.donovan@maankaytto.fi)

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### Subscriptions

The subscription rates (4 issues):

<b>Finland</b>	50 €/year + VAT 10%
<b>EU region</b>	60 €/year + VAT 10%
<b>Other countries</b>	65 €/year
<b>Single issues</b>	12 € + VAT 10% postage
<b>Digital only (365 days)</b>	25 €/year + VAT 10%

The order of a printed version includes the digital version.

*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
- **Advertisement Sales Ari Laitala and Jamie Donovan**  
+358 50 566 8998, ari.laitala@maankaytto.fi  
+358 40 687 5060, jamie.donovan@maankaytto.fi

#### Office

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

Address changes should primarily be delivered to  
the member organisations.

Treasurer Päivi Tulla / PT Tilipalvelu, pttilipalvelu@gmail.com,  
+358 407401798.

### Editorial Board

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

- Kari Rantalainen (MAKLI), chair
- Karin Kolis (MIL), Katri Nuuja (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 over 2,000, can be downloaded.

### 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  
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mobile +358 50 595 5979  
[www.ppd.fi](http://www.ppd.fi)

