

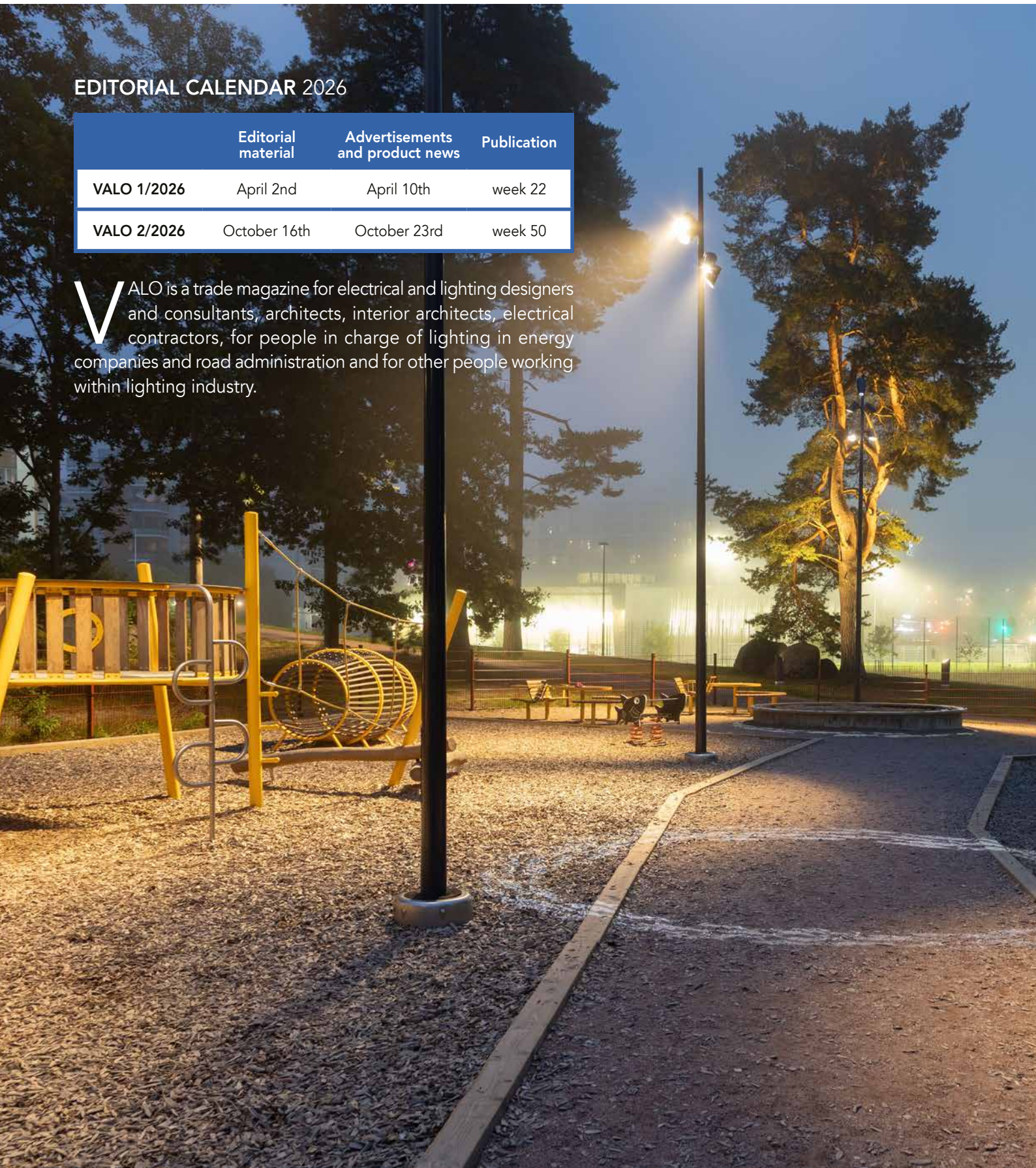
# VALO

MEDIA INFORMATION 2026

## EDITORIAL CALENDAR 2026

	Editorial material	Advertisements and product news	Publication
VALO 1/2026	April 2nd	April 10th	week 22
VALO 2/2026	October 16th	October 23rd	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.



### PUBLISHER

Illuminating Engineering Society of Finland

Tilkankatu 7 T 5, 00300 Helsinki, Finland

**Business identity code** 0970313-2

**Managing Director** Elisa Hillgen

elisa.hillgen@valosto.com

### EDITORIAL STAFF

**Editor in Chief** Tapio Kallasjoki

**Subeditor** Tiia-Maarit Loisa

**Editorial Board** Tapio Kallasjoki (Chairman),

Aleksanteri Ekrias, Elisa Hillgen, Pia Rantanen, Lars Räihä,

Markku Varsila, Mika Vehmas

**Layout** Petri Vuorio, Eteinen Visual Design

### TECHNICAL INFORMATION

**Printing house** PunaMusta Oy

**Size** 230 x 295 mm

**Paper** UPM Finesse premium silk 130 g/m<sup>2</sup>,

cover UPM Finesse premium silk 250 g/m<sup>2</sup>

### CIRCULATION

5 600 pcs

**Addressed distribution** 5 194 pcs (December 2025)

In addition, web editions have an average of 10 000 hits.

### DISTRIBUTION

Individual and company members of Illuminating Engineering Society of Finland, lighting designers, architects, construction engineers and architects, interior architects and designers, electrical designers, local electricity distribution system operators, road, railway and waterway network authorities, landscape architects and designers, educational institutions.

### WEB EDITIONS

Magazine issues are also available as public web editions:

- [valosto.com/valo-lehti](http://valosto.com/valo-lehti)
- [lehtiluukku.fi/lehdet/valo](http://lehtiluukku.fi/lehdet/valo)

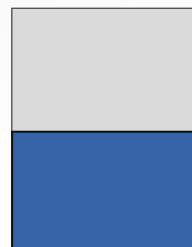
### ADVERTISEMENT RATES AND SIZES



**1/1 PAGE**

2 750 €

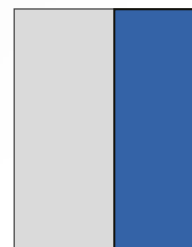
230 x 295 mm



**1/2 HORIZONTAL**

2 200 €

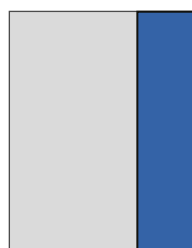
230 x 146 mm



**1/2 VERTICAL**

2 200 €

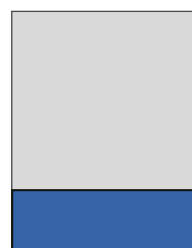
109,5 x 295 mm



**1/3 VERTICAL**

1 870 €

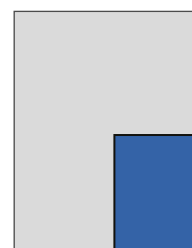
76 x 295 mm



**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.

Company 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 (PSO Coated v3) with 3 mm bleeds (no crop marks or other markings). 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.