

VALO

MEDIA INFORMATION 2024

EDITORIAL CALENDAR 2024

	Editorial material	Advertisements and product news	Publication
VALO 1/2024	April 5th	April 12th	week 22
VALO 2/2024	October 18th	October 25th	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 2024

PUBLISHER

Illuminating Engineering Society of Finland

P.O. Box 102, FI-00101 Helsinki, Finland

Business identity code 0970313-2

Managing Director Heikki Härkönen

heikki.harkonen@valosto.com

EDITORIAL STAFF

Editor in Chief Tapio Kallasjoki

Subeditor Tiia-Maarit Loisa

Editorial Board Tapio Kallasjoki (Chairman),
Aleksanteri Ekrias, Heikki Härkönen, Pia Rantanen,
Lars Rähä, Markku Varsila, Mika Vehmas

Layout Petri Vuorio, Eteinen Visual Design

TECHNICAL INFORMATION

Size 230 x 295 mm

Paper G-Print 130 g,
cover MultiArt Silk 250 g

CIRCULATION

5 400 pcs

Addressed distribution 5 221 pcs (December 2023)

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
- www.lehtiluukku.fi
- free Lehtiluukku apps (iOS, Android).

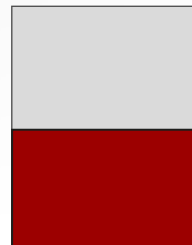
ADVERTISEMENT RATES AND SIZES



1/1 PAGE

2 750 €

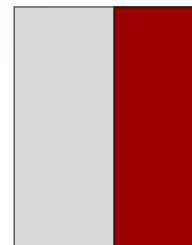
230 x 295 mm



1/2 HORIZONTAL

2 200 €

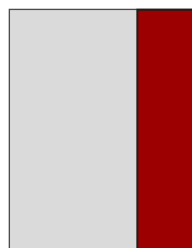
230 x 146 mm



1/2 VERTICAL

2 200 €

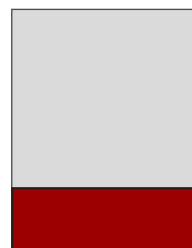
109,5 x 295 mm



1/3 VERTICAL

1 870 €

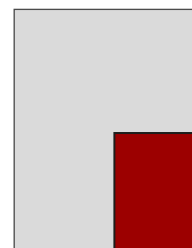
76 x 295 mm



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.

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.

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.