

Media Information 2010

General

Maankäyttö is the leading surveying magazine in Finland. *Maankäyttö* 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 Maanmittari-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, proceeding from the previous co-operation board of the member associations). The members are the *MIL ry* (Association of Finnish Surveyors), *MAKLI ry* (Association of Polytechnical Surveying Engineers and Technicians) and *SKY ry* (Association of Finnish Cartographers).

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

Circulation and Distribution

Normal circulation 2,900 exemplars, special issues about 5,000 exemplars. About 2,600 of the total circulation are posted to the members, the remaining to students and 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 at least 75% of all surveyors in Finland.

Publication Schedule and Deadlines

Maankäyttö is published quarterly. In addition each Nordic country (Denmark, Finland, Norway and Sweden) publishes a Nordic issue annually in turns.

Publication schedule and deadline for material:

Number	Postal date	Deadline for articles	Deadline for advertisements
1/2010	March 11, 2010	Feb 5, 2010	Feb 15, 2010
2/2010	May 26, 2010	April 20, 2010	April 28, 2010
3/2010	Sep 22, 2010	Aug 17, 2010	Aug 25, 2010
4/2010	Dec 10, 2010	Nov 8, 2010	Nov 17, 2010

Advertisements

Rates for advertisements in 2010 (in Euros, excl. VAT):

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 free entry in the Service Index.

Service Index

Maankäyttö includes a three-column *Service Index*, where companies can publish information on their services along with the company logo and contact information. Please contact Raija Valonen for further details (see below).

Advertisement Sales

Pekka Lehtonen

Kyröläntie 2 A, FI-04420 Järvenpää

tel. +358 9 2715 651, gsm +358 40 546 3806

e-mail paatoimittaja@maankaytto.fi or

plehtonen1@elisanet.fi.

Advertisements to the Service Index:

Raija Valonen, c/o MAKLI ry, Kulmakatu 8 A, FI-00170

Helsinki, tel. +358 9 135 1851 or gsm +358 45 277 0347

e-mail toimisto@maankaytto.fi.

Media Information 2010

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 Pekka Lehtonen**

Kyröläntie 2 A, FI-04420 Järvenpää
tel. +358 9 271 5651, gsm +358 40 546 3806
e-mail paatoimittaja@maankaytto.fi or
plehtonen1@elisanet.fi

– **News editor Hanna Lauhkonen**

Maanmittauslaitos/Kehittämiskeskus,
P.O. Box 84, FI-00521 Helsinki
gsm +358 40 776 7279
e-mail hanna.lauhkonen@maanmittauslaitos.fi

Office

c/o MAKLI ry
Kulmakatu 8 A, FI-00170 Helsinki
tel. +358 9 135 1851 or gsm +358 45 277 0347
e-mail toimisto@maankaytto.fi

Address changes may be left to the e-mail address given above.

Treasurer Katri Nuuja, gsm +358 400 455 499,
e-mail katri.nuuja@iki.fi.

Editorial Board

The Editorial Board of *Maankäyttö ry* in 2010 is as follows:

- Ilkka Aaltonen, MIL, chairman
- Jari Ahonen, MAKLI
- Maria Hakala, SKY
- Kaisa Harju, MIL
- Maisu Palovaara, MAKLI
- Vesa Virtanen, MAKLI
- Arvo Vitikainen, MIL

Web Site

www.maankaytto.fi

Printing data

- *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 column and margin sizes of the magazine. The column widths are 54 mm (for 3-column pages) and 41.5 mm (4-column pages). The top margin is 16 mm and the other margins are 15 mm.
- *Colour management:* For colour conversion, please use Coated FOGRA 27, Coated FOGRA 39 or equivalent print profile. 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
tel. and fax +358 9 759 40 400
gsm +358 50 467 0196
e-mail lagarto@lagarto.fi or lagarto@kolumbus.fi

Printer

Kirjapaino Uusimaa
Teollisuustie 19, P.O. Box 15, FI-06151 Porvoo
tel. +358 20 6100 140, fax +358 20 770 3023
www.kirjapainouusimaa.fi
Contact person Tapani Halme, tel. +358 20 770 3642,
gsm +358 40 543 7310, tapani.halme@lehtiyhtyma.fi.

