

Media Information 2011

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 3,000 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
1/2011	March 11, 2011	Feb 7, 2011	Feb 15, 2011
2/2011	May 20, 2011	April 8, 2011	April 15, 2011
3/2011	Oct 2, 2011	Aug 29, 2011	Sept 5, 2011
4/2011	Dec 9, 2011	Nov 7, 2011	Nov 16, 2011

Advertisements

Rates for advertisements in 2011 (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, gsm +358 45 277 0347

e-mail toimisto@maankaytto.fi.

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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**
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- **News editor Hanna Lauhkonen**
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Office

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

Treasurer Katri Nuuja, gsm +358 400 455 499,
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Editorial Board

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

- Ilkka Aaltonen, MIL, chairman
- Kaisa Aalto, MIL
- Maria Hakala, SKY
- Katri Koistinen, MIL
- Maisu Palovaara, MAKLI
- Liisa Rouhiainen, MAKLI
- Vesa Virtanen, MAKLI

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
Vuorenpaikontie 5 A 112, FI-00820 Helsinki
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Printer

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