

## Media Information 2012

### 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 2,500 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
1/2012	March 11, 2012	Feb 7, 2012	Feb 16, 2012
2/2012	May 25, 2012	April 13, 2012	April 20, 2012
3/2012	Oct 2, 2012	Aug 29, 2012	Sept 5, 2012
4/2012	Dec 11, 2012	Nov 8, 2012	Nov 16, 2012

### Advertisements

Rates for advertisements in 2012 (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 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).

### 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 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 palveluhakemisto@maankaytto.fi

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### Subscriptions

Annual subscription rates:

<b>Finland</b>	50 €/year
<b>Nordic countries and Europe</b>	60 €/year
<b>Other countries</b>	65 €/year
<b>Single issues</b>	12 € + postage

*Rates in effect until further notice.*

### Contact Information

#### Editors

- **Editor-in-Chief Ari Laitala**  
Rintinpolku 3 C 13, FI-00940 Helsinki  
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ari.laitala@maankaytto.fi or  
paatoimittaja@maankaytto.fi
- **News editor Hanna Lauhkonen**  
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hanna.lauhkonen@maanmittauslaitos.fi
- **Advertisement Sales Pekka Lehtonen**  
gsm +358 40 546 3806, plehtonen1@elisanet.fi
- **Advertisements for the Service Index Raija Valonen**  
gsm +358 45 277 0347, palveluhakemisto@maankaytto.fi

#### Office

c/o MAKLI ry  
Kulmakatu 8 A, FI-00170 Helsinki  
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,  
katri.nuuja@iki.fi.

### Editorial Board

The Editorial Board of *Maankäyttö ry* in 2012 is as follows:

- Ilkka Aaltonen, MIL, chairman
- Kaisa Aalto, MIL, Maria Hakala, SKY, Katri Koistinen, MIL, Liisa Rouhiainen, Ritva Ruokanen, MAKLI, 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 margin sizes of the magazine. The top margin is 16 mm and the other margins are 17 mm.
- *Colour management:* For colour conversion, please use Coated FOGRA 39 or equivalent print profile for coated paper. 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 7594 0400  
gsm +358 50 467 0196  
lagarto@lagarto.fi or lagarto@kolumbus.fi

### Printer

Kirjapaino Uusimaa  
Teollisuustie 19, P.O. Box 15, FI-06151 Porvoo  
tel. +358 20 610 0140, fax +358 20 770 3023  
www.kirjapainouusimaa.fi  
Contact person Tapani Halme, tel. +358 20 770 3642,  
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