



KITA already has over 80 000 readers

The industry media of renovation, real estate management, real estate maintenance and housing technology. KITA reaches the real estate managers, Chairmen of Boards of housing cooperatives and other real estate, property owners and managers, real estate maintenance companies' responsables, municipal industry decision makers and active board members of housing cooperatives. The nationwide publication is distributed as a free copy and titled direct mail and also at big fairs to 51 600 readers (Promenade Research, Readership Survey) as well as electronically readable version (32 400 e-magazines). The magazine will also be distributed at the most important industry events.

In the coming issues we will handle the following themes:

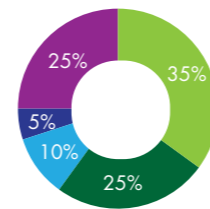
Renovation, housing automation, facade renovations, property heating and cooling, piping renovations, energy efficiency in properties, real estate maintenance, safety, legal advice to housing cooperatives at kitalAKI-column, cooperative communications, Telecom and IT-issues, training/financing/insurance issues etc. We will focus on these especially in suburbs, housing cooperatives and other properties. The themes are emphasized in the issues according to content plan. Issue specific additional information can be obtained from the product manager Robert Jaakkola.

Interested?

More information gives:

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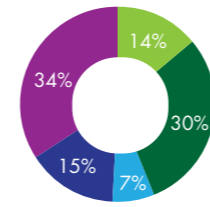
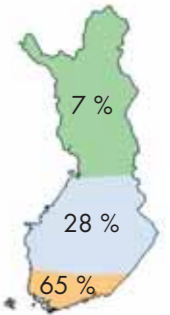
| issue | special distributions | published in | material date |
|--|--|--------------|------------------------|
| 1+2/2018 special print distribution 12 000 pcs | Korjausrakentaminen, Helsinki 2018 Rakenna & Sisusta, Turku 2018 Sisäilmastoseminaari, Helsinki 2018 Jyväskylän Rakennusmessut, Jyväskylä 2018 Pytinki, Seinäjoki 2018 | week 5 | see order confirmation |
| 3/2018 special print distribution 12 000 pcs | Taloyhtiö 2018 -tapahtuma, Helsinki Chairmen of Boards of housing cooperatives issue Real estate expo, Tampere | week 16 | see order confirmation |
| 4+5/2018 special print distribution 12 000 pcs | Finnbuild, Helsinki 2018 Rakennusten energiaseminaari, Helsinki 2018 | week 39 | see order confirmation |
| 6/2018 special print distribution 12 000 pcs | Chairmen of Boards of housing cooperatives issue | week 47 | see order confirmation |



Real estate managers/technical real estate managers 35%
HVAC-contractors and designers 25%
Real estate maintenance companies 10%
Developers, contractors 5%
Distribution to professionals 25% (Chairmen of Boards, real estate directors and managers, municipal technical personnel, architects, structural designers)

1. Postal delivery of the printed magazine

The total print of the magazine is 12 000 pcs, of which titled direct mail is 8 000 – 12 000 pcs/issue. The print will be distributed as titled direct mail to decision makers of renovation, real estate management, real estate maintenance and housing technology. The magazine's recipients work in companies with nationwide operations in different parts of Finland



Property managers/technical property managers/other professionals 14%
HVAC-contractors and designers 30%
Real estate maintenance companies 7%
Project personnel of constructors and developers 15%
Distribution to professionals 34% (Chairmen of Boards, Real estate directors and managers, municipal technical personnel, architects, structural designers and engineers, active stakeholders)

2. The distribution of electronic e-magazine

The electronic version of the magazine is sent as titled mail to over 32 400 industry professionals' email addresses. In addition to the target group mentioned above the electronic distribution is aimed at such people in the companies, who are dealing with renovation, maintenance, real estate management and housing technology. The e-magazine is also distributed at our Facebook and Twitter pages. The e-magazines are openly readable in the internet, without usernames. 83% of the readers appreciate this feature. The open reading possibility provides the advertiser a linking opportunity to one's own internet pages, newsletters, social media etc.

3. Themed mailing of printed magazine (issue specific) and exhibition distributions

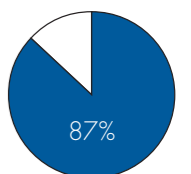
3 000 – 4 000 pcs/issue.

KITA Readership Survey

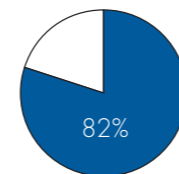
N=550 respondents

The survey examined the structure and opinions of the readership, regarding the magazine's contents and outlook. The target group consisted of Real Estate professionals receiving the KITA-magazine under their own names. The Readership Survey was carried out during the weeks 45-46 by Promenade Research Oy. It is worth noting that 83% of respondents appreciate the free and openly readable e-magazine. As an example property managers and As Oy board chairs can forward the e-magazine's articles to their colleagues and stakeholders in the housing association. It is also worth noting that the readership of KITA-magazine has gotten younger, 26% of respondents are under 40 years of age. More information on the survey can be obtained from the Product Manager.

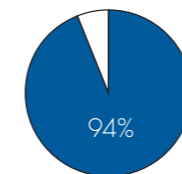
"KITA-media has over 80 000 readers"



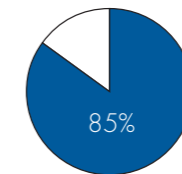
87% decides by him / herself or participates in sourcing decisions in his/her work



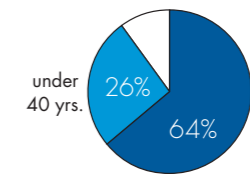
82% can utilize the products, solutions displayed in the magazine and services in his / her work



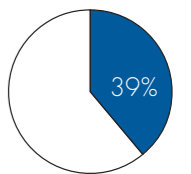
94% thinks she / he is receiving useful information from the professional publication



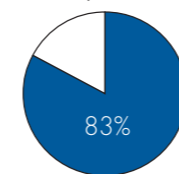
85% would recommend KITA-magazine to a colleague



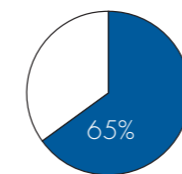
64% ca.41 – 60 yrs.



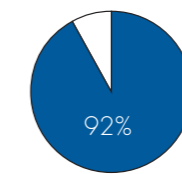
39% Property managers & Chairman of board



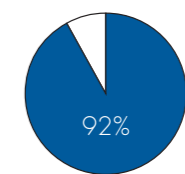
83% thinks the information received through professional publication is hard to obtain elsewhere



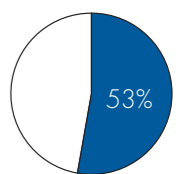
65% work in companies, which have over 10 employees



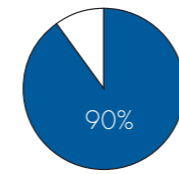
92% thinks the magazine's articles are professionally edited



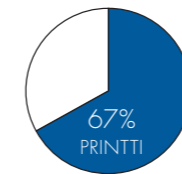
92% is satisfied overall with KITA-magazine



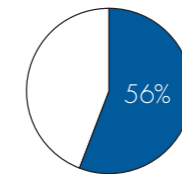
53% distributes the magazine for other colleagues to read



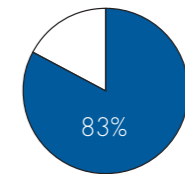
90% thinks KITA magazine is visually interesting



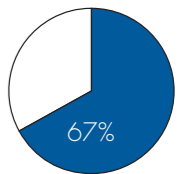
67% Most favoured method for reading:
1. printed version
2. laptop/desktop
3. tablet
4. smart phone



56% has acquired more information due to an advert in KITA-magazine



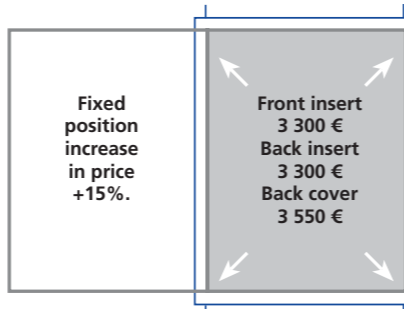
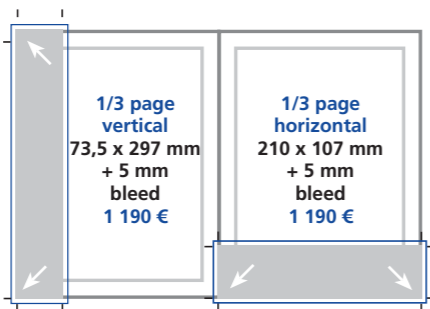
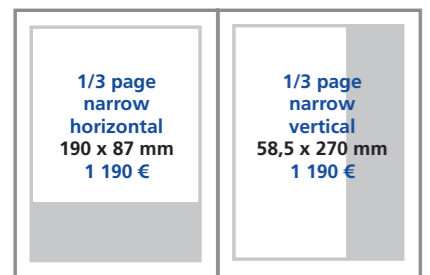
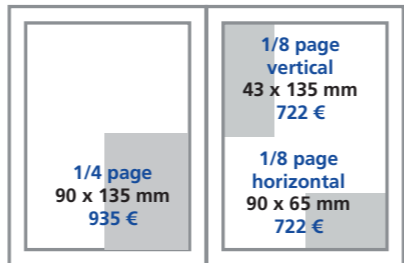
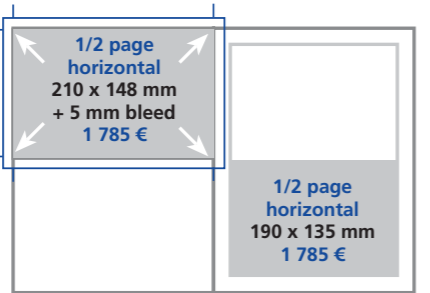
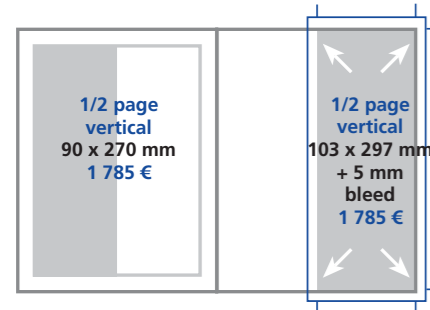
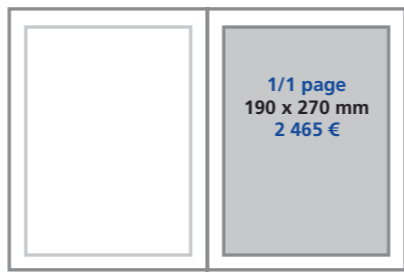
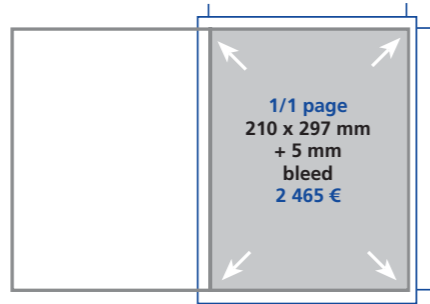
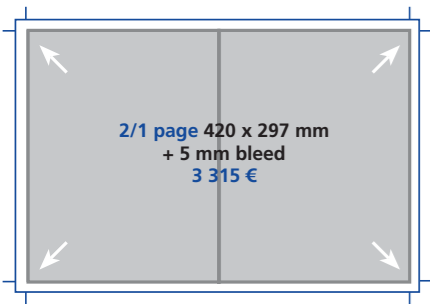
83% appreciates free and openly readable and available e-magazine in the internet



67% has acquired more information due to an article in KITA-magazine

MATERIAL SPECIFICATIONS

advertisements



The prices do not include current VAT rate.

POINT OF VIEW

A point of view written by a professional regarding a theme handled in the magazine or an otherwise topical issue. The picture of the author needs to be of high resolution, min. 300 dpi.

1/2 pages: Length of text ca. 150 words + short biography of the author, max 30 words.

Price: 1 785 €

1/1 pages: Length of text ca. 350 words + short biography of the author, max 30 words.

Price: 2 465 €



COLUMN

An opinion piece which can awaken the readers regarding the theme. Length of text ca. 350 words + short biography of the author, max 30 words. The picture of the author needs to be of high resolution, min. 300 dpi.

Price: 2 465 €

HAPPENS AT HOUSING COOPERATIVE / REAL ESTATE

Do you have an interesting and a well-executed project site? Display your knowledge and products through a well carried out project.

Price: 1/2 pages 1 785 €, written by editor 2 185 €

Length of text ca.180 words + pictures.

1/1 pages 2 465 €, written by editor 2 865 €

Length of text ca.400 words + pictures.

2/1 pages 3 315 €, written by editor 3 715 €

Length of text ca.600 words + pictures.



Technical details:

Size of issue: 210 x 297 mm

Place of printing: PunaMusta

Adhesive Binding

Delivery of material:

aineisto@publico.com

Picture files:

Delivered in electronic format.

Photoshop EPS, TIFF or JPEG format,

CMYK colours and resolution 300 dpi.

Notifications:

Ready for print Adobe Acrobat PDF or Photoshop EPS, TIFF or JPEG file.

All used pictures and colours have to be in CMYK colours and resolution 300 dpi.

ACTIVATING THE ADVERT

Activating the advert of printed magazine in the electronic version.

You can link the advert for example to video or brochure materials.

Price: 390 €



NEWS PIT-PART

In the column our partners report on their activities.

Inform of new products, services and other current issues of your company.

Price: 1/2 sivua 722 €, written by editor 1 120 €

Length of text ca.180 words + pictures.

1/1 pages 1 400 €, written by editor 1 800 €

Length of text ca.400 words + pictures.



ADVERTORIALS

An advertorial explains more extensively about a product, service or a company. It is an editorially made notice aimed at your target group, with which you can tell more.

Link a video with the advertorial.

Price: 1/2 pages 1 785 €, written by editor 2 185 €

Length of text ca.180 words + pictures.

1/1 pages 2 465 €, written by editor 2 865 €

Length of text ca.400 words + pictures.

2/1 pages 3 315 €, written by editor 3 715 €

Length of text ca.600 words + pictures.

