

prointerior

MEDIA INFORMATION 2018–2019

Member of Finnish Periodical Publishers' Association



According to the research, the magazine has over 30 000 readers, 78% of whom make the purchase decision on their own or participate in the decision in their workplace.

prointerior is a high quality professional magazine specialised in architecture, spatial design and construction.

The publication is posted nationwide as a titled direct mail to a target group, which includes for example members of the Finnish Association of Architects, interior design architects (SIO ry), interior designers (SI ry), construction architects and engineers, area and landscape architects, architectural students, spatial designers, constructors, procurement and project managers of construction industry and chosen real estate directors and managers. The electronic version of the printed magazine is distributed to over 20 400 professionals of the industry. The publication has been issued since 2000. The magazine has special postings related to specific themes and we participate at the most important professional events of the industry.

We examine both interior and exterior themes in all issues of the year.

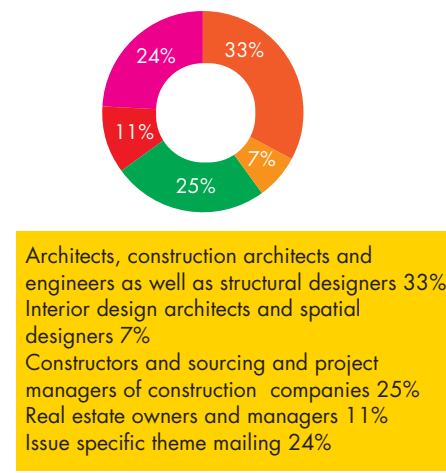
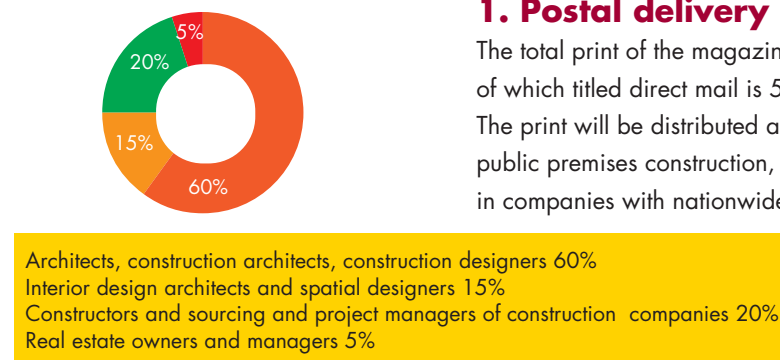
Regarding the themes we focus on interior and exterior topics: exterior surfaces, façades, office, conference and training facilities, business, leisure and travel premises, spaces of education and culture, rooms for well-being and healthcare. With industry themes we dig deeper to surfaces, structures and facades, lighting and housing technology, furniture's and fixtures and textiles etc.

The themes are emphasized in different issues according to the content plan. More information about the content plan gives the Managing editor.

Interested?

Please contact our team:

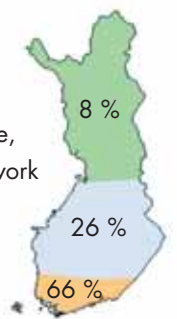
Managing editor
Tom Appelroth
tom@publico.com
Phone +358 20 162 2250



1. Postal delivery of the printed magazine

The total print of the magazine is 7 000–9 000 pcs, of which titled direct mail is 5 000 pcs/issue.

The print will be distributed as titled direct mail to professionals of architecture, public premises construction, and spatial design. The magazine's recipients work in companies with nationwide operations in different parts of Finland.



2. The distribution of electronic digital magazine

The electronic version of the magazine is targeted to professionals via titled mail, newsletter, Twitter, Facebook and LinkedIn channels. In addition the electronic distribution is targeted at such people in the companies, who are dealing with architecture, spatial design and public construction. The digital magazines are openly readable in the internet, without usernames. 85% of the readers appreciate this feature, Readership Survey 2017. The open reading possibility provides the advertiser and readers a linking opportunity to one's own internet pages, newsletters, social media etc.

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

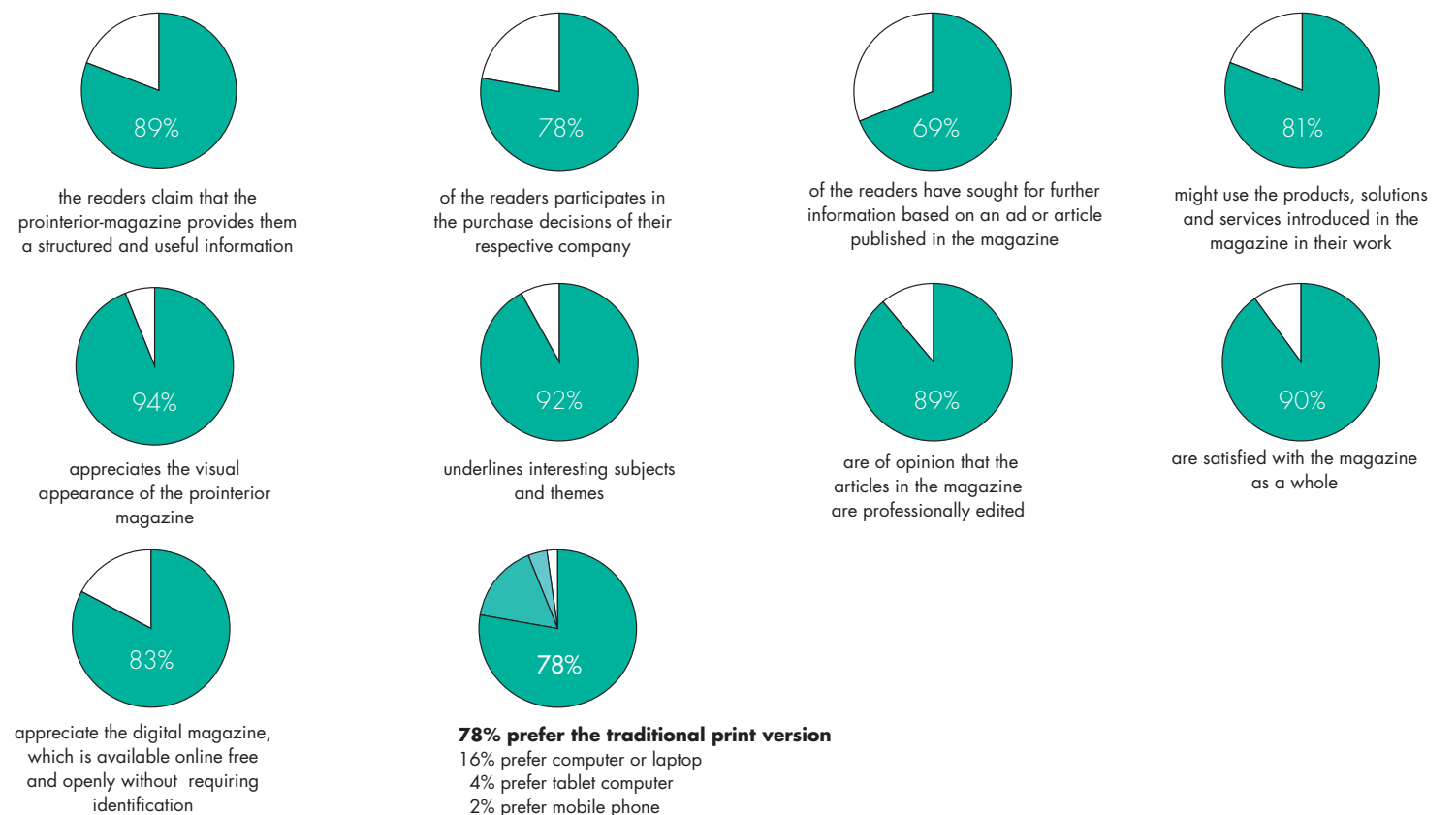
2 000–3 000 pcs/issue.

prointerior reader survey

The research investigated the structure of the readership, opinions of readers on the contents and the visual appearance of the magazine. The target group of the research included architects, interior designers, construction architects, space designers, interior decorators, structural designers, purchase and project managers of the construction sector and construction consultants to whom the prointerior-magazine is delivered. The readership research was carried out by **HR4 Promenade Oy** 2017. For further information, please contact the managing editor of the prointerior-magazine.

"prointerior-magazine already has almost 30 000 readers"

amount of readers on average
4,4 persons / single issue /
HR4 Promenade Oy 2017.



issue	themes, special distributions, surveys	published	material day
5/2018	For more information on issues and themes please contact Managing editor. interior + exterior architecture, spatial design and construction etc. Orgatec 2018 Köln	week 49	see order confirmation
1/2019	For more information on issues and themes please contact Managing editor. Stockholm Furniture Fair, Heimtextil, interior + exterior architecture, spatial design and construction etc., Domotex 2019 Hannover event distribution: Sisäilmastoseminaari 2018 Hki	week 10	see order confirmation
2/2019	For more information on issues and themes please contact Managing editor. interior + exterior arkkitehtuuria, ISH 2019 Frankfurt interior + exterior architecture, spatial design and construction, roof construction, facades, insulation ja energy efficiency etc.	week 20	see order confirmation
3+4/2019 Additional print	For more information on issues and themes please contact Managing editor. Work environments, acoustics, design, interior + exterior architecture, spatial design and construction etc. event distribution: ID Helsinki 2019, Habitare PRO 2019	week 36	see order confirmation
5/2019	For more information on issues and themes please contact Managing editor. interior + exterior architecture, spatial design and construction etc.	week 49	see order confirmation

NATIVE ADVERTISING AND CONTENT MARKETING

Focus on the quality of your content and reach your target group. Native advertising and Content marketing are a powerful tool for engaging current customers and attracting new ones. Native advertising is at the same an effective brand-building tool to increase reputation and shape a desirable brand image. We offer a comprehensive service journalism concept on the turnkey principle. **Extra content such as video can be added to the digital version.**



CASE PROJECT TARGET

Are you involved in a project presented in the magazine or have you an interesting project target of your own? Bring out your know-how and products through telling **story of your well-advanced project.**

Price: 1/2 pages 2 310 €, written by editor 2 610 €
 Length of text ca. 180 words + pictures.
 1/1 pages 2 950 €, written by editor 3 590 €
 Length of text ca. 400 words + pictures.
 2/1 pages 3 590 €, written by editor 4 190 €
 Length of text ca. 600 words + pictures.



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: 2 310 €
 1/1 pages: Length of text ca. 350 words + short biography of the author, max 30 words.
 Price: 2 950 €



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: 2 950 €



TOPICAL-PART

In the column our partners report on their activities. Inform of new products, services and other current issues of your company. The rates below apply to customers who have also purchased the ad.
 Price: 1/2 pages 935 €, written by editor 1 210 €
 Length of text ca. 180 words + pictures.
 1/1 pages 1 540 €, written by editor 1 950 €
 Length of text ca. 400 words + pictures.

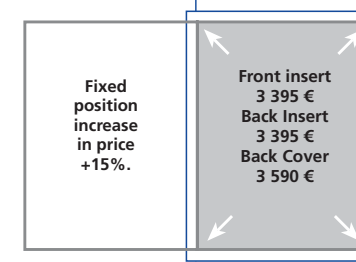
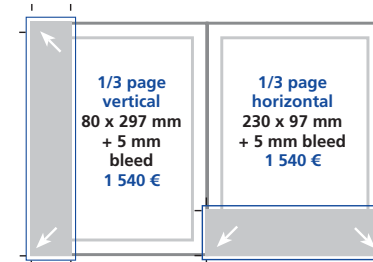
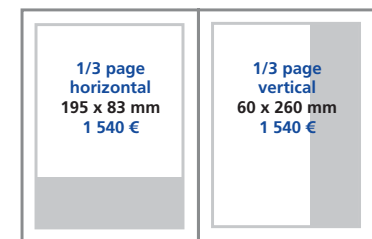
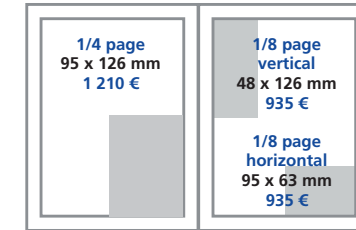
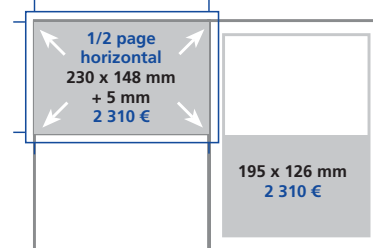
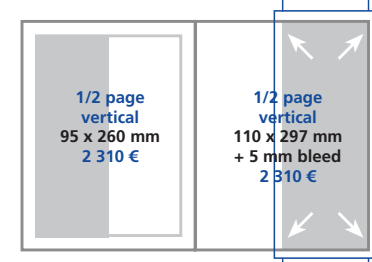
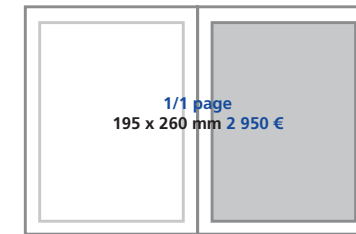
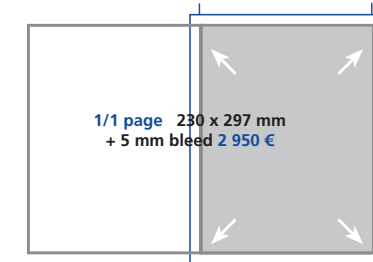
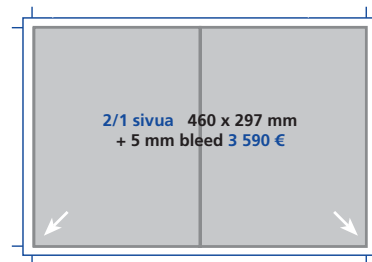


SEEN AT THE EXHIBITION

Reminds your client concisely about your message at the exhibition.
 150 words + picture material
 Price: 935 €

MATERIAL SPECIFICATIONS

advertisements



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 €



Technical details:
 Size of issue: 230 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.

The prices do not include current VAT rate.

