



# WELDING TECHNOLOGY

[HITSAUSTEKNIikka]

## 2023 MEDIA

THE ONLY FINNISH TRADE MAGAZINE IN ITS FIELD

### FOR YOU

- an advertiser looking for high-coverage media
- a specialist in welding and production
- a provider of welding technology
- a provider of education and testing services
- interested in welding technology

### TOPICS

- various welding techniques
- research on welding
- welding consumables and equipment
- the weldability of different materials
- welding automation
- productivity and costs
- quality control and testing
- training and qualification
- health and safety
- interesting events

## THEMES AND SCHEDULE 2023

EACH ISSUE HAS A SPECIAL THEME

| ISSUE  | THEME                                   | ARTICLES AND ADVERTISEMENT RESERVATIONS | MATERIAL   | PUBLISHING DATE |
|--------|---|---|------------|-----------------|
| 1/2023 | Education                               | 20.1.2023                               | 27.1.2023  | 17.2.2023       |
| 2/2023 | Stainless Steel                         | 17.3.2023                               | 24.3.2023  | 14.4.2023       |
| 3/2023 | Quality and NDT                         | 19.5.2023                               | 26.5.2023  | 16.6.2023       |
| 4/2023 | Subcontracting                          | 18.8.2023                               | 25.8.2023  | 15.9.2023       |
| 5/2023 | Welding Economy and Productivity        | 13.10.2023                              | 20.10.2023 | 10.11.2023      |
| 6/2023 | Laserwelding and Additive Manufacturing | 17.11.2023                              | 24.11.2023 | 15.12.2023      |

The themes listed are preliminary and may be changed by the magazine.

ADVERTISEMENT SALES:  
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Advertise on our website too!  
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THE WELDING SOCIETY OF FINLAND



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### PUBLISHER

The Welding Society of Finland  
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### DESCRIPTION

Size: A4  
Printing surface: 183 x 266 mm,  
A4 with bleeds 216 x 303 mm  
Columns: 3, width 56 mm  
Printing method: offset, screen ruling 175 lpi  
Binding: stitching  
Circulation: 3200  
Frequency: 6 issues a year  
The Hitsaustekniikka-magazine is published in Finnish

### ADVERTISEMENT SALES

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### DISCOUNTS

Discount for annual agreement: 15% for an annual agreement made in advance that includes at least a half page advertisement in every issue for the agreement year. Discount for members of the Welding Society of Finland: 15%. Only one discount may be applied per advertisement category.

### REQUIREMENTS FOR THE MATERIAL

The material should be delivered primarily in printable form as a PDF file sent to the e-mail address of the printing house. The prices stated are for print-ready digital material. The advertiser will be charged for possible typesetting, image processing and scanning if required.

### CANCELLATION OF ADVERTISEMENTS

Cancellation of advertisements should be made in writing by the material deadline at the latest. If cancellation takes place after the deadline, the Publisher reserves the right to invoice the entire price of the advertisement.

### COMPLAINTS

Any complaints must be made in writing within seven days from the publication date. The Publisher's liability

for errors or missing advertisements is limited to the price of the advertisement. The Publisher is not under any circumstances liable for any cost or consequential damages to the customer or third parties.

### FORCE MAJEURE

Advertisements are published subject to force majeure, meaning that the Publisher will not be liable for damage caused by any unpredictable factors, such as strikes, technical problems, delays caused by subcontractors and other similar developments that are beyond the Publisher's reasonable control and independent of the Publisher.

### DELIVERY OF ADVERTISING MATERIAL

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### SUBSCRIPTION RATES

Finland and the other Nordic countries: €80.  
Other countries: €140. 24 % VAT is added to prices.  
A subscription to the magazine is a membership benefit of the Welding Society of Finland.

| ADVERT PRICES 2023, EUR                   |                        |                      |
|---|------------------------|----------------------|
| Size                                      | Dimensions (mm)        | Four colour printing |
| Front cover                               | 198 x 235              | €2960                |
| Back cover                                | 183 x 240              | €2295                |
| 2 <sup>nd</sup> and 3 <sup>rd</sup> cover | 183 x 266              | €2295                |
| Spread                                    | 420 x 297              | €3900                |
| 1/1 page A4                               | 210 x 297              | €2195                |
| 1/1 page                                  | 183 x 266              | €2195                |
| 2/3 page, vertical                        | 120 x 266              | €1760                |
| 2/3 page, horizontal                      | 183 x 176              | €1760                |
| 1/2 page, vertical                        | 89 x 266               | €1530                |
| 1/2 page, horizontal                      | 183 x 131              | €1530                |
| 1/3 page, vertical                        | 56 x 266               | €1195                |
| 1/3 page, horizontal                      | 183 x 86               | €1195                |
| 1/4 page, vertical                        | 89 x 131               | €1095                |
| 1/4 page, horizontal                      | 183 x 63               | €1095                |
| Trade fair advertisements                 | 89 x 55                | €600                 |
| Christmas greetings                       |                        |                      |
| Product and service directory             | €25 / column mm / year |                      |

Fee for a fixed location: 10%. 24 % VAT will be added to all prices.

|   |   |
|---|---|
| Front cover<br>198 x 235 mm                               | 2/3 page, vertical<br>120 x 266 mm              |
| 2 <sup>nd</sup> and 3 <sup>rd</sup> cover<br>183 x 266 mm | 1/3 page, vertical<br>56 x 266 mm               |
| Spread<br>420 x 297 mm + 3 mm bleed                       |   |
| 1/1 A4<br>210 x 297 mm<br>+ 3 mm bleed                    | Product and service directory<br>1 column 56 mm |
| 1/2 page, horizontal<br>183 x 131 mm                      | 2 columns 120 mm                                |
| 1/3 page, horizontal<br>183 x 86 mm                       | 3 columns 183 mm                                |
| 2/3 page, horizontal<br>183 x 176 mm                      | Trade fair advertisements<br>89 x 55 mm         |
| 1/4 page, horizontal<br>183 x 63 mm                       | Christmas greetings<br>89 x 55 mm               |
| 2/3 page, horizontal<br>183 x 176 mm                      | Back cover<br>183 x 240 mm                      |
| 1/4 page, horizontal<br>183 x 63 mm                       | 37 mm margin for address at the top of the page |