



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	Schweissen & Schneiden 2023 – World Trade Fair	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

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