

Media Kit 2021, print + digital magazine

# TURVALLISUUS & RISKIENHALLINTA

A highly read expert magazine

Turvallisuus & Riskienhallinta (Security, Safety and Risk Management) is a solution-focused utility magazine and authority, which appears 6 times a year

- more than 40.000 different readers a year \*
- on average in each magazine has 13.500 – 15.000 readers
- on average our magazine prints about 5.500 copies

\* see extra distributions 2021



## **An expert Magazine favoured by decision makers \***

With a leading professional and expert magazine in the field of security, safety and risk management, you are reaching out to decision makers on security, safety and risk management procurements in companies, associations, municipalities, towns and government agencies, that are otherwise virtually impossible to reach all at once.

### **READERS**

34 % experts  
28 % managers  
14 % directors  
9 % entrepreneurs  
7 % employees  
8 % others

**85 % of the readers  
are involved in procurement decision making,  
independently or as part of a decision making team.**

Our readers are mainly security, safety and/or risk managers, directors or experts. Also, many of them are real estate managers and directors, ICT professionals, information and cyber security managers, directors, entrepreneurs, students and authorities in the public sector.

### **READER SATISFACTION**

90 % are quite or very satisfied with the magazine  
93 % save all the published magazines, the most interesting magazines or put the magazine in circulation at work  
74 % return to the magazine several times

### **AD IMPACT**

83 % estimate that the ads have influence on purchasing decisions  
47 % tell that the ads make them look for more information about the advertiser's products and services

*\* Innolink Research Oy*

### **CIRCULATION**

**5,500 copies**, in average **2,5 readers** per copy  
**13,500–15,000 readers**, a comprehensive estimate\*

( \*if the magazine attends the fairs, distribution will be significantly higher. See below the fairs 2021. Furthermore the magazine is typically in a corporate magazine tour, which means that one magazine may have dozens of readers )

## 10 FOCUS AREAS

1. Security technology and services
  2. Risk management
  3. Information and cyber security and data privacy
  4. Fire and rescue operations and technology
  5. Safety at work
  6. Security and safety training and education
  7. Security and safety related legislation and regulation
  8. Research and development projects
  9. News
  10. Innovations and events
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## EXTRA DISTRIBUTIONS AND DEADLINES 2021

Each magazine issue has its subscriber-based distribution. Furthermore, each issue has extra distributions in order to present security, safety and risk management solutions to completely new reader segments.

### *Important info about extra distributions:*

According to Finnsecurity association's **Security and Safety Sector Trend Survey Reports** the most important customer segments of security and safety companies are state, municipalities, construction industry and industry in general. These sectors are widely included in our extra distributions of 2021.

### **Issue 1/2021**

**Out 1. March**, material day 14.2., reservation day 8.2.

**Extra distribution:** security managers at large companies and construction companies, real estate managers at municipalities and towns. **Furthermore:** professional real estate managers and directors at real estate companies.

### **Issue 2/2021**

**Out 30. April**, material day 13.4., reservation day 8.4.

**Extra distribution:** EuroSafety fair 18.-20.5.2021, Tampere Fair and SportsCenter

*The Magazine is the cooperation partner of the Tampere Fair*

**Furthermore distribution:** quality, security, safety, real environment, estate managers at process, chemistry, mining and grocery industries; **Also:** health sector management at towns and municipalities, **Extra distribution:** Quality, environment, safety, ICT and real estate managers at large industrial companies.

### Issue 3/2021

**Out 17. June**, material day 21.5., reservation day 16.5.

*Extra distribution:* Quality, environment, security, safety, ICT and real estate managers in construction industry. Also, real estate managers and directors in municipalities, professional landlords and directors at real estate management companies, border guard chiefs, customs chiefs, prison directors. *Furthermore distribution:* directors and security managers large and medium-sized shopping malls.

### Issue 4/2021

**Out 20. September**, material day 27.8., reservation day 20.8.,

*Extra distribution:* FinnSec and Turvallisuus (Safety) fairs 6.-7.10.2020, Messukeskus, Helsinki

*The Magazine is the official cooperation partner of the FinnSec fairs*

*Furthermore distribution:* security managers and real estate managers at process, chemical, mining and food processing industries; also, security and real estate managers in the healthcare sector.

### Issue 5/2021

**Out 1. November**, material day 13.10., reservation day 7.10.

**Extra distribution:** electronics, electricity, telecom designers; procurement decision makers in energy, electricity and telecom sectors. **Also:** procurement chiefs, ICT and real estate managers at municipalities and towns.

### Issue 6/2021

**Out 15. December**, material day 26.11., reservation day 19.11.

#### *Extra distribution:*

Managing directors, real estate managers and ICT managers at small and medium companies; headmasters and security teams at universities and vocational schools, information security managers at large companies.

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## **ADS, PRICES AND MILLIMETER DATA**

**Below you can find millimeter data information of ads and prices.**

The bigger millimetres mean the ad extends from side to side, all the way to the outer edges.

The smaller millimeter data is used, if you want to have a natural white side margin around the ad.

We recommend the use of *the smaller millimeter data*, so that important words or photo elements will not be cut in the printing process.

If you want to extend the all the way from side to side, you need to leave always **4 mm bleeds to every side of the ad. Also, you should not put text, photos or logos closer than 15 mm from the bleeds.**

<b>SIZE</b>	<b>MILLIMETERS</b>	<b>PRICE</b>
<b>2x1 spread</b>	400 x 270 or 420 x 297	<b>3590 €</b>
<b>1/1 2. and 3. covers</b>	184 x 270 or 210 x 297	<b>2790 €</b>
<b>1/1 back cover</b>	210 x 297	<b>2950 € *</b>
<b>1/1 page</b>	184 x 270 or 210 x 297	<b>2590 €</b>
<b>1/1 advertorial **</b>	184 x 270	<b>2590 €**</b>
<b>½ page, horizontal</b>	184 x 135 tai 210 x 148	<b>1770 €</b>
<b>½ page, vertical</b>	90 x 270 tai 102 x 297	<b>1770 €</b>
<b>¼ ”postcard”</b>	90 x 135 tai 105 x 148	<b>1350 €</b>
<b>¼ rectangle</b>	184 x 65 tai 210 x 74	<b>1350 €</b>
<b>Annexes, max size 5/6</b>	184 x 270	<b>0,39 € / piece</b>

*\* Important! In the back cover, note the space required by the address stamp. Leave 30 mm white space to top of the advert, plus leave always 4 mm bleeds to every side of an advert.*

*\*\* We can assist you with the writing of the advertorial. Ask for an offer! The advertorial does not have to be one page. It can also be bigger o smaller.*

***Countries inside European Union, the VAT will not be charged***

***Ask for serial discounts in 2 or more issues!***

## **TECHNICAL DATA**

**Size:** A4

**Line density:** 60 l / cm

**Print method:** offset

**Adhesive bounded**

**Paper:** 90 g Novapress Silk, covers LumiArt 170

## **MATERIAL DELIVERY**

**All material:** paula.koskivirta@turvallisuus.com

**Printready** pdf, photo resolution recommended 300 dpi

## **PUBLISHER / CONTACT DETAILS**

**Turvallisuuden ja Riskienhallinnan Tietopalvelu Oy**  
(Security, Safety and Risk Management Information Service Ltd)

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