

TURVALLISUUS & RISKIENHALLINTA



MEDIA KIT 2018

EXPERT MAGAZINE FOR DECISION MAKERS A magazine that is read from cover to cover

In Finland **TURVALLISUUS & RISKIENHALLINTA** magazine is **the only** expert and utility magazine covering **security, safety and risk management** in business as well as in the society. It is the only channel, through which you can reach the professionals, who make investment decisions in these themes.

The expert articles in the magazine cover various solutions for corporate security as well as the security and safety needs of the society.

The emphasis areas are **security and safety technology and services, cyber security and data protection, fire safety and rescue, safety at work, training and education, legislation, researches in security and crime prevention, news, innovations, people and events.**

Circulation and readers

On an average the circulation is **5.800 copies** and every issue has about **2.5 readers**. Totally the magazine reaches **14.800–17.000** readers depending on an issue and its extra distributions.

2018 FULL OF LARGE TARGETED EXTRA DISTRIBUTIONS

Each of the six issues in 2018 will have substantial **extra distributions** in addition to the subscriber-based distribution. With the extra distributions the magazine gives the covered content more visibility in **completely new reader groups**.

See page 2.

According to the research company Innolink Research Oy:

79 % of readers are **decision-makers**

74 % of readers read the magazine at least **two or more times**

93 % **keep** all the magazines, most interesting magazines or give the magazine to a co-worker or a friend

84 % say **advertisements have an effect** for them when making purchase decisions

90 % are very satisfied or rather satisfied with the magazine

95 % of readers want to read the articles from a print magazine rather than from a digital journal

NEW!
Our April magazine is a special issue for safety and security management

SPECIFICATIONS

Size: A4, 210 x 297 mm
Screen ruling: 60 l/cm
Adhesive bound (new!)
Printing method: offset
Printed: Punamusta Oy, Finland

Other things to notice:

In the back cover, note the space required by the address stamp support 30 mm, leave always **3 mm bleeds**

MATERIAL ADDRESS

paula.koskivirta@turvallisuus.com,
 pdf ready for print

PRICES

2/1 (two pages) **3.800 €**
1/1 (2nd and 3rd cover pages) **2.770 €**
1/1 back cover **2.930 €**
1/1 page **2.570 €**
1/2 page **1.750 €**
1/3 page **1.450 €**
1/4 page **1.390 €**

Countries inside EU VAT 0 %

PUBLISHER

Turvallisuuden ja Riskienhallinnan (T&RH) Tietopalvelu Oy
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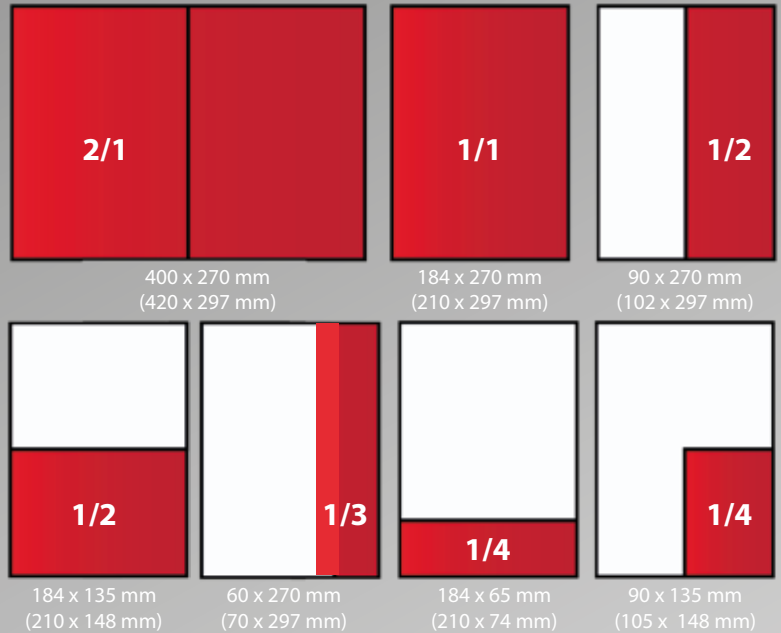
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Note! Info inside bracket is the size of advert in case the advertiser wants to use the whole page. Leave always 3 mm bleeds on each side of the ad.

Sizes of ads



Issue	Release date	Booking date	Material date	Extra distributions
1/2018	28 Feb	12 Feb	16 Feb	Fire and rescue departments, border control and customs offices, police stations, security decision makers at public buildings such as airports, train stations, sports arenas
2/2018	*30 Apr	9 Apr	16 Apr	Security directors and other important top influencers at the 3.000 biggest Finnish companies and other important decision makers at authorities and municipalities
3/2018	15 Jun	28 May	1 Jun	Major authorities, financial institutions, insurance companies, insurance brokers, shopping centres, resilience-sensitive organisations as energy, electricity and telecom companies
4/2018	3 Sep	11 Aug	18 Aug	Trade fair guests: Turvallisuus (Security and Safety) Fair, Tampere, 11.-13.9.2018, FinnBuild Fair, Helsinki, 10.-12.10.2018, Cyber Security Nordic Other targeted distribution: safety managers in construction companies and professional property managers
5/2018	31 Oct	9 Oct	17 Oct	Real estate managers at medium-sized companies, electricity, telecom and security planners and designers, sites of the Finnish defence forces, prisons, court houses, training and education providers
6/2018	17 Dec	21 Nov	28 Nov	Real estate management companies, repair construction companies, regional government offices, top management at towns and municipalities, Members of Parliament, top management at ministries

NEW * Our April issue is focusing first time on security and safety management

Some examples of planned content: training and education in support of security management, case examples of tools and support elements in different fields (fire and rescue, police, private sector). Furthermore, innovations, technology and services in support of security management. This exceptionally large issue is a **remarkable opportunity for advertisers.** It's an effective channel for presenting your products and/or services **directly to top decision makers at Finnish companies of different fields.**