

Media Guide 2026

Arkkitehti – Finnish Architectural Review



full page.
3 760 €

print magazine
5 issues in 2026

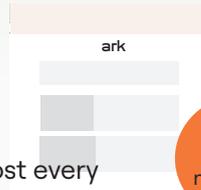
www.ark.fi



Arkkitehti's digital
platform, new
stories each week

from
495 €/mo

Arkkitehti Newsletter



almost every
week to all
subscribers

750 €/
newsletter

SAFA's website

www.safa.fi



from
1 300 €/mo

www.safa.fi
15,000 visitors
per month

SAFA Newsletter



every two weeks
to all SAFA
members

750 €/
newsletter

The Finnish Association of Architects (SAFA) is the foremost architectural publisher in Finland. Partnering with our print and digital media platforms offers targeted professional visibility for your products and services in Finland.

Finnish architects and designers influence the decisionmaking in the built environment – in all scales. SAFA's publications focus on a special readership with appreciation for quality products, services, new alternatives – as well as technology, lifestyle and culture.

Prices in this media guide don't include VAT.
The tax will be added in invoicing.

Inquiries on Advertising with SAFA

Saarsalo Oy

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Inquiries on Job Ads

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Arkkitehti – Finnish Architectural Review



The leading publication on Finnish architecture. Establish direct contact with Finnish architects, urban designers, planners and experts, thinkers and decisionmakers in building, planning and design!

Audited print circulation 3 833 (2022)
Print run 3 800 (2026)

Distribution of readership:
Safa members 70%
other Finnish readers 20%
readers abroad 10%

According to readership surveys, readers are interested in advertisements on following topics: building components and products, furniture and interior design, lighting, paints and surface materials, design, lifestyle, events, building technology, and software. (Taloustutkimus 2020)

www.ark.fi/en/

Publisher

Suomen Arkkitehtiiliitto SAFA ry
Hämeentie 19 A
00500 Helsinki
Finland

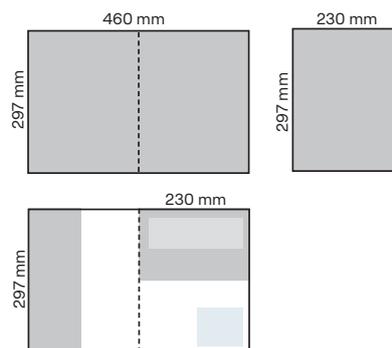
Editor-in-Chief
Kristo Vesikansa
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+358 40 505 4643

Publication Schedule

| issue | publ. date | reservation | materials by |
|-------|------------|-------------|--------------|
| 1 | 16.2. | 16.1. | 23.1. |
| 2 | 14.4. | 13.3. | 20.3. |
| 3 | 8.6. | 8.5. | 15.5. |
| 4 | 21.9. | 21.8. | 28.8. |
| 5 | 23.11. | 23.10. | 30.10. |

(changes possible)

Ad Sizes and Pricing



| | | |
|---|--------------|---------|
| 2/1 double page | 460 x 297 mm | 5 170 € |
| 1/1 back cover | 230 x 297 mm | 4 700 € |
| 1/1 full page, specified | | 4 310 € |
| inside front / inside back cover / 1st page | | |
| 1/1 full page | 230 x 297 mm | 3 760 € |
| 1/2 vertical | 110 x 297 mm | 2 340 € |
| 1/2 horizontal | 230 x 146 mm | 2 340 € |
| 1/4 horizontal | 195 x 63 mm | 1 630 € |
| full year ad | | |
| 1/6 page | 95 x 80 mm | 2 510 € |

Full-year ads are published in five issues. Ad material can be changed with each issue.

All print ads are also included in the digital facsimile edition.

Advertisement Inserts

Mailed with the publication in plastic wrapping. Cards, brochures, booklets or combinations and circulation options available. Prices from 2 850 €, ask more info from our sales representative.

Issue Themes 2026

- 1 Housing** housing design, flexibility, affordability
- 2 North** Oulu2026, Northern Finland, regionalism
- 3 Re-Use** circular economy, renovation, recycled materials
- 4 Small Actions** small projects, interventions, scaling
- 5 Cycles of Time** permanence and temporality, timeless architecture

Technical Details

- page trim size 230 x 297 mm
- bleed 3 mm all around (not for 1/6 page ads)
- area within page margins 195 x 267 mm
- gutter allowance 10 mm
- paper: Galerie Art Volume 90 g
- cover: Edixion Offset 250 g
- perfect binding
- printed by Grano Ltd, Helsinki
- ISSN 0783-3660 (print)
- ISSN 2490-0575 (digital edition)

Requirements for Print Ads

- high quality pdf files
- fonts embedded
- pages: CMYK – ISO Coated v2 (ECI)
- cover: CMYK – PSO Uncoated ISO12647 (ECI)
- image resolution minimum 300 dpi
- crop marks (not in 1/6 page ads)
- file names should include advertiser's name and the issue number

Delivery of Materials

- ads@ark.fi
- include information of the advertiser's name and intended issue number
- Ad inserts: Grano Oy, Piitie 3 / N-laituri, 01510 Vantaa – with information about advertiser's name and the issue number

Sales Contact

Saarsalo Oy
Maria Ahoranta + 358 44 243 3519
Riku Suuriniemi 358 40 708 8564
Niina Tuulaskoski +358 41 313 1047

firstname.lastname@saarsalo.fi

Advertorials on ark.fi

An advertorial, or native article, is an effective tool when you want to engage the reader and tell the story of your company or organization, strengthen your brand image, open a discussion on a topic that is important to you, or increase awareness of your activities in the field of architecture. We tailor each article to the needs of the advertiser.



Print Advertorial (produced by the editorial office)

1/1 page 4 510 €
2/1 pages 6 270 €

- published in the print issue
- layout follows the editorial content

Online Advertorial (produced by the editorial office) 2 000 € / 1 mo

- published online on ark.fi
- link to article on front page for one month
- article will remain one year on the site under the "All stories" tag

Ask for a package deal! The same content can be published both in the print magazine and on the website. It is also possible to feature the online advertorial in the magazine's newsletter (see next page).

- The content is produced together with the client, for example as an interview or using the client's raw materials.
- The client delivers print-quality images.
- Photography service for an additional fee. If photographs are taken specifically for the article, the client can use the photos for their own, additional marketing. Ask the editorial team for more information.

Banners on ark.fi

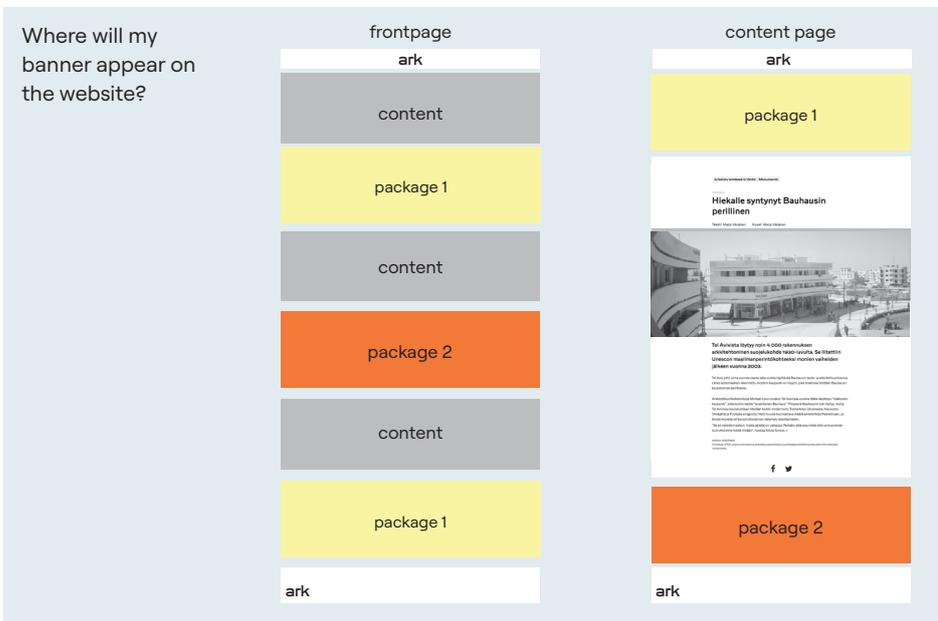
The magazine's website reaches over 5,000 design professionals and others interested in architecture every month – weekly topical articles as well as all the content of the print magazine!

Banner Package 1 695 € / 1 mo

- 3 banner locations: front page top and bottom and at the beginning of all article pages
- Link to a specified URL

Banner Package 2 495 € / 1 mo

- 2 banner locations: front page middle position and at the end of all article pages
- Link to a specified URL



Technical Specifications

- file format .png or .jpg
- resolution at least 72 dpi
- banner size 1 360 x 400 px, optional mobile banner 670 x 670 px
- link to a specified URL

Delivery of Materials

By latest seven (7) weekdays before campaign start by email at julkaisut@saafa.fi.

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 Maria Ahoranta + 358 44 243 3519
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 Niina Tuulaskoski +358 41 313 1047

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Arkkitehti Newsletter



3 900 recipients

750 €
per newsletter

The newsletter brings together the week's published stories along with other widely discussed architecture news from Finland and around the world. It is sent out almost every Friday. You can advertise in the newsletter with a banner ad or pair it with an online advertorial.

Banner 750 €

- 560 x 335 px
- image format .png or .jpg
- resolution min. 72 dpi
- URL link to advertiser's website

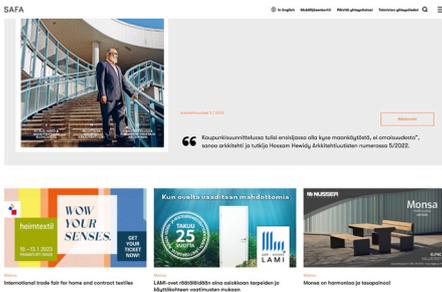
Delivery of Materials

By noon (12 AM) on publishing week's Wednesday to ark@safa.fi.

Advertorial Share 250 €

- the advertorial already published on the website is shared in the newsletter

Advertising at safa.fi



Get seen on our front page by over 15,000 monthly visitors! Safa website is a daily news and communications platform, enabling you to reach the all the key professionals and audiences following Finnish architecture and planning.

Frontpage Banner Ad 1 300 €/month

- image size 650 x 365 px
- image format .jpg or .png
- title text max 70 characters
- URL link to advertiser's website

Advertorial Article 1 700 €/month

- advertorial article on Safa's website
- text, images and titles formatted according to website's style and publishing guidelines
- banner on the frontpage
- 650 x 365 px (.jpg or .png) + title
- article can be any length
- all article materials should be delivered ready for publishing

Delivery of Materials

By latest seven (7) weekdays before campaign start, at julkaisut@safa.fi with copy (cc) at tiedotus@safa.fi.

SAFA Newsletter



3 900 recipients

750 €
per newsletter

The official SAFA Newsletter is published every two weeks. Included are news about current events, education, architectural competitions and other relevant membership information. The newsletter reaches over 3,900 Finnish architects and students in the field. Ask the schedule from our sales representative.

Technical Specifications

- image size 400 x 400 px
- image format .jpg or .png
- linking to an URL is possible

Delivery of Materials

By noon (12 AM) on publishing week Tuesdays, at tiedotus@safa.fi. Ask the schedule from our sales representative.

Sales Contact

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Maria Ahoranta + 358 44 243 3519
Riku Suuriniemi 358 40 708 8564
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firstname.lastname@saarsalo.fi

Open Vacancy Advertisements

Through the media platforms of SAFA, you can reach the majority of Finnish architects. We are constantly publishing new job advertisements on the safa.fi website. The website has up to 15,000 visitors per month.

You can get additional visibility for your advertisement on our social media channels and in the SAFA Newsletter sent to all members by email every three weeks.

Online Advertisement 560 €

- The information for the advertisement is filled in on the SAFA website:
- **Ajankohtaista > Avoimet työpaikat**
- Job advertisements are visible on the website for one month, or until the date of submission of applications (if closer)
- The page is updated regularly, except during the holidays.

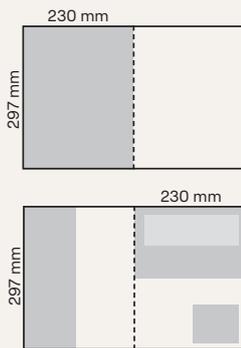
Online Advertisement + Shares in SAFA Newsletter+ LinkedIn + Facebook 1 200 €

- Job advertisements published on safa.fi are listed in the member newsletter published every three weeks
- A link to the advertisement is shared as a separate post on SAFA's LinkedIn and Facebook channels.

560 €/ad

Advertise your open position in the print issue!

Ad Sizes and Pricing (Job Ads)



| | |
|----------------|--------------|
| 1/1 page | 230 x 297 mm |
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(changes possible)

Ask for a package deal! If you advertise the same job vacancy both in the print magazine and SAFA's website, you will receive the online advertisement at half the price.

Inquiries on Job Ads

Erja Virtala
Publications Assistant
erja.virtala@safa.fi
+358 40 169 3221

Prices and alterations concerning the media guide

Prices are valid from 1.1.2026 and apply to all advertising published in 2025. Additional costs arising from laws, regulations or other actions by authorities will increase our prices accordingly as from the date of enforcement. We reserve the right to alter the rate cards and all the information contained therein. All prices are exclusive of VAT.

Cancellation of advertisements

Extra costs charged by the printers due to late submission of advertising material will be charged to the client. Cancellation of advertisements shall be made in writing to the advertising sales agency no later than the advertisement space deadline date. The client will be charged 50% of the advertisement price for late cancellations.

Liability and claims

The client is liable for the compliance of the material supplied. The publisher or the printers are not responsible for editing the material without compensation. Any claims must be submitted in writing within seven (7) days of the publication of the journal. At maximum the liability of the journal for any errors is limited to the price of the advertisement. The publication may exercise its discretion not to publish any advertisement.

Discounts

Annual contract discounts according to advertising volume, repeat order discount, package discounts. Ask more from our sales representative.

Terms and details of payment

14 days net, interest on arrears as stipulated by legislation. Bank details: Suomen Arkkitehtiiliitto, FI46 1521 3000 0095 24