



## WELL-INFORMED PIONEER

Tekniikan Maaailma (TM) is proven to be the most trusted, useful, and versatile technology and science media outlet in Finland. Readers know that Tekniikan Maaailma will provide them with information that is useful. TM conducts tests and comparisons of the most important products in its key areas, such as cars, mobile devices, entertainment electronics, information technology, cameras, household appliances, and sports equipment. Our website [Tekniikanmaaailma.fi](http://Tekniikanmaaailma.fi) is the leading science and technology news site in Finland. The magazine is also available in digital format online, with facsimiles of magazines dating back to 1953. TM offers fact-based journalism.

### TECHNICAL INFORMATION

#### ENQUIRIES, RESERVATIONS

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#### MATERIALS

An email with material delivery instructions and link will be provided when making a reservation.

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#### NUMBER OF ISSUES

22 issues per year

#### SIZE OF THE MAGAZINE

210 x 275

#### PRINTING METHOD

Offset

#### BINDING

Saddle stitching

#### NUMBER OF READERS

261 000

### PRICES

SIZE	PRICE €
2/1	12 440
1/1	6 910
1/2	4 700
1/4	3 460
2. COVER	7 610
3. COVER	7 610
BACK COVER	7 610
1. SPREAD	13 690
2. SPREAD	13 690
CENTRAL SPREAD	13 690

### TIMETABLE FOR 2021

ISSUE	PUBL. DATE	RESERV	MATERIALS	SPECIAL THEME
1	30.12.	4.12.	10.12.	2020 car review. Robot vacuum cleaners. Research by agreement.
2	13.1.	10.12.	15.12.	Motorbike test run. Review of charging stations. Research by agreement.
3	27.1.	5.1.	8.1.	First registrations, TV test or comparison, Guide to everything. Research by agreement.
4	17.2.	27.1.	1.2.	Winter comparing cars, part 1. Research by agreement.
5	3.3.	10.2.	15.2.	Winter comparing cars, part 2. Research by agreement.
6	17.3.	24.2.	1.3.	Investigating low quality voices on TV-series. Vespa test run. Research by agreement.
7	7.4.	17.3.	22.3.	Comparing mountain bikes. Research by agreement.
8	21.4.	29.3.	1.4.	Comparing headphones. Research by agreement.
9	5.5.	14.4.	19.4.	<b>Comparing summer tyres.</b> 4G routers at summer cabin – How to set up technology at summer cabin. Test driving used cars. Research by agreement.
10	26.5.	3.5.	7.5.	Comparing mobile phones, the most interesting new things. Comparing small cars. Research by agreement.

#### Updated on this page:

6.4.2021 Theme "Comparing summer tyres" moved from issue 8 to 9; 16.2.2021 Theme "Comparing summer tyres" moved from issue 6 to 8, minor updates on issues 4-10 special themes.



ISSUE	PUBL.DATE	RESERV	MATERIALS	SPECIAL THEME
11	9.6.	19.5.	24.5.	A new TV for the Olympics and football championships. Comparing charging points, test run. Research by agreement.
12	23.6.	2.6.	7.6.	Comparing cars, current group. Research by agreement.
13	14.7.	22.6.	28.6.	Comparing motorbikes, the most interesting bike class of the season. New mobile phones. Comparing 5G operators. Research by agreement.
14	11.8.	21.7.	26.7.	SCOTY: a large Nordic joint comparison of sports cars. Information technology for schoolchildren and students. Research by agreement.
15	25.8.	4.8.	9.8.	Comparing cars, current car group. Household appliances/preservation. Research by agreement.
16	8.9.	18.8.	23.8.	Audio technology, new products for autumn. Used electric cars. Research by agreement.
17	22.9.	1.9.	6.9.	<b>Comparing winter tyres.</b> Research by agreement.
18	13.10.	22.9.	27.9.	IFA fair: new household appliances. Comparing bikes. Research by agreement.
19	27.10.	6.10.	11.10.	Comparing cars: current group. Research by agreement.
20	10.11.	20.10.	25.10.	Car lights. Skis. Budget-priced headsets. Research by agreement.
21	24.11.	3.11.	8.11.	Inexpensive cars. Tablets. Research by agreement.
22	8.12.	17.11.	22.11.	Smart watches. Research by agreement.

Updated on this page:

1.10.2021 Themes of issues 20, 21 and 22