



## EXPERT PIONEER

Tekniikan Maaailma is the most trusted, useful, and diverse technology and science media in Finland. Our readers are better off than average, and they know that Tekniikan Maaailma provides information that is useful. TM tests and compares the most significant products in its key areas, such as cars, mobile devices, entertainment electronics, information technology, cameras, household appliances, and sports equipment.

Our website **tekniikanmaailma.fi** is the leading science and technology news site in Finland, with over 250,000 unique visitors per week. The magazine can also be read digitally on the online service, and a facsimile archive is available from 1953 onwards. Subscribers can also read the magazine using the TM app.

### TECHNICAL INFORMATION

#### ENQUIRIES, RESERVATIONS

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#### MATERIALS

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

#### SUBMISSION OF ATTACHMENTS

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#### NUMBER OF ISSUES

21 issues per year, 1 double issue

#### SIZE OF THE MAGAZINE

210 x 275

#### PRINTING METHOD

Offset

#### BINDING

Saddle stitching

#### NUMBER OF READERS

236 000

### PRICES

| SIZE          | PRICE € |
|---------------|---------|
| 2/1           | 12 810  |
| 1/1           | 7 120   |
| 1/2           | 4 840   |
| 1/4           | 3 560   |
| 2. COVER      | 7 840   |
| 3. COVER      | 7 840   |
| BACK COVER    | 7 840   |
| 1. SPREAD     | 14 100  |
| 2. SPREAD     | 14 100  |
| MIDDLE SPREAD | 14 100  |

We reserve the right to make changes.

Please ask for more  
information about measuring  
campaigns and solutions.

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### TIMETABLE 2025

| ISSUE | PUBL.DATE | RESERV     | MATERIALS  | SPECIAL THEME   |
|-------|-----------|------------|------------|---|
| 1     | 9.1.      | 13.12.2024 | 19.12.2024 | Mobile Phones. Current premium mobile phone comparison. comparison of skating skis.                               |
| 2     | 23.1.     | 2.1.       | 9.1.       | TV Comparison. Comparison of televisions in a popular price range. KT car final report.                           |
| 3     | 6.2.      | 17.1.      | 23.1.      | Motorcycle Usage Test Final Report.   |
| 4     | 20.2.     | 31.1.      | 6.2.       | <b>Winter Car Comparison Part 1:</b> 10 cars in the Finnish winter. Electric and internal combustion engine cars. |
| 5     | 13.3.     | 21.2.      | 27.2.      | <b>Winter Car Comparison Part 2:</b> Final results. Electric and internal combustion engine cars.                 |
| 6     | 3.4.      | 13.3.      | 19.3.      | <b>Summer Tires.</b> Finland's largest summer tire comparison 2025.   |
| 7     | 17.4.     | 28.3.      | 3.4.       | Headphones. Current headphone group comparison.   |
| 8     | 8.5.      | 15.4.      | 23.4.      | Bicycle Comparison. Mountain and electric bikes compared.   |

Updated on this page:



| ISSUE | PUBL.DATE | RESERV | MATERIALS | SPECIAL THEME   |
|-------|-----------|--------|-----------|---|
| 9     | 22.5.     | 2.5.   | 8.5.      | Electric cars comparison.   |
| 10    | 5.6.      | 15.5.  | 21.5.     | Electric scooters comparison. Stand-mounted speakers comparison.                  |
| 11-12 | 18.6.     | 28.5.  | 4.6.      | <b>Double Issue.</b> Affordable electric cars comparison. Guide to electric cars. |
| 13    | 17.7.     | 27.6.  | 3.7.      | <b>Motorcycle Comparison.</b>   |
| 14    | 7.8.      | 18.7.  | 24.7.     | Car Track Comparison. Electric cars on the track.                                 |
| 15    | 21.8.     | 1.8.   | 7.8.      | Car Pair Comparison. Traffic safety.  |
| 16    | 4.9.      | 15.8.  | 21.8.     | 3D printing. These are the tires that Finns drive with.                           |
| 17    | 18.9.     | 29.8.  | 4.9.      | Comparison of electric bikes. Comparison of DSLR cameras.                         |
| 18    | 2.10.     | 12.9.  | 18.9.     | <b>Finland's Largest Winter Tire Comparison 2025.</b>                             |
| 19    | 23.10.    | 3.10.  | 9.10.     | Comparison of affordable phones.  |
| 20    | 13.11.    | 24.10. | 30.10.    | Usability of cars.  |
| 21    | 27.11.    | 7.11.  | 13.11.    | Comparison of classic style skis.   |
| 22    | 18.12.    | 28.11. | 4.12.     | The best products of the year.  |

**Updated on this page:**

13.5.2025: special themes of issues 9 to 22.

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