

KONEKURIIRI

Package for professionals of metalworking industry

**MACHINE MARKETS
& TOPICAL NEWS**

**EXTENSIVELY IN PRINT,
WIDELY ONLINE!**

**A CLASSIC IN THE INDUSTRY:
30. PUBLICATION YEAR
OF THE MAGAZINE!**

**LARGE SIZE –
VISIBLE ADVERTISEMENTS**

EVENTS OF INDUSTRY 2020

Metav, Düsseldorf, Germany	10.-13.3.
Konepaja, Nordic Welding, Tampere, Finland	17.-19.3.
SIMTOS, Goyang/Söul, South Korea	31.3.-4.4.
Tube, Wire, Düsseldorf, Germany	30.3.-3.4.
Control, Stuttgart, Germany	5.-8.5.
Pohjoinen Teollisuus, Oulu, Finland	6.-7.5.
Pohjanmaan Teollisuus, Seinäjoki, Finland	13.5.
AMB, Stuttgart, Germany	15.-19.9.
Alihankinta, Tampere, Finland	22.-24.9.
EuroBlech, Hannover, Germany	27.-30.10.
FormNext, Frankfurt, Germany	10.-13.11.
JIMTOF, Tokio, Japan	7.-12.12.

SCHEDULE 2020

Issue	Deadline	Publication
1	13.1.	21.1.
2	3.2.	11.2.
3	2.3.	10.3.
4	1.4.	9.4.
5	4.5.	12.5.
6	1.6.	9.6.
7	28.8.	8.9.
8	28.9.	6.10.
9	26.10.	3.11.
10	23.11.	1.12.

Ask about current topics from your contact person

PRINT ADVERTISING AND INSERTS

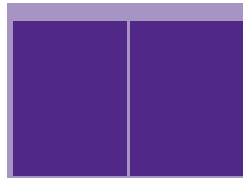
STANDARD SIZES AND PRICES



Corner
53 x 70
4-colour: 381 €



Back cover
260 x 355
4-colour: 3.079 €
MV: 2.589 €



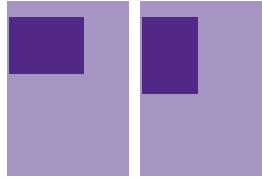
2/1 spread: 2x 260 x 355
4-colour: 5.073 €
B&W: 4.530 €



1/2 page: 260 x 175 / 128 x 355
4-colour: 1.874 €
B&W: 1.387 €

Front page: 195 x 295
4-colour: 3.295 €

1/1 page: 260 x 355
4-colour: 3.079 €
B&W: 2.589 €



1/4 page: 172 x 130 / 128 x 175
4-colour: 1.180 €
B&W: 698 €



1/8 page: 128 x 85 / 84 x 130
4-colour: 822 €
B&W: 345 €

Column millimetre black and white 1,45 €, 1 extra colour 150 €. VAT will be added to all prices. We reserve the right to change prices.

Selected locations 5 % extra.

Advertising agencies given 15% discount (ready material).

TECHNICAL DATA

Journal size	280 x 400 mm
Printing area	260 x 355
Column width	40 mm, columns 6
Journal format	tabloid, 57 g/m ²
Line density	70 l/cm
Annual volume	30.
Print run	19.500 kpl on average
Distribution	Directed distribution copies on average 19.000 B-to-B distribution of digital journals via e-mail to an active target group of professionals.

Editorial office

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Our customer register is maintained in accordance with the data privacy regulations.

MATERIAL

Digital material: PDF (prepared for pre-press, size 1:1), CMYK colours (ISOnewspaper26v4), image resolution 300 dpi

E-mail: konekuriiri@otava.fi

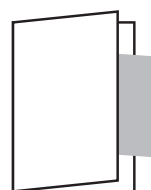
Large files (over 20 Mb) through Dropbox or corresponding file distribution service. Share your link to toimitus@konekuriiri.fi.

INSERTS

A printed magazine insert is an efficient and precise way of reaching the desired target group.

A printed product mechanically inserted in the journal at the mailing stage

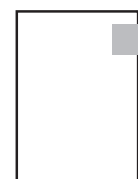
- Can be loose and have two or more pages. The minimum size is 90x100mm and the maximum is 280 x 400 mm.
- Line insert printed at the same time as the journal itself. The line insert is detached and in the centrefold of the journal. Special papers 45, 48,8 and 70g/m² can be used if there are eight (8) or more pages.
- A label on the cover, with 1- or 2-sided printing.



Loose insert



Line insert



Label on the cover

Prices for attachments are calculated on a case-by-case basis. Please check the suitability of your printed product, and ask for a quote from your contact person.

Please contact us for more options regarding the compilation and distribution of inserts and brochures. We will find the best customised solution for your message.