



Diverse expert content for tractor users.

Light commercial vehicles and passenger transport professionals in the same publication.

Finland's most read media for the transport and engineering vehicles industry.

# The leading media for heavy vehicles and machinery in Finland is being updated

Reach 150,000 business decision-makers

The field's strongest marketplace

# STANDARD SIZES AND PRICES FOR MAGAZINES

## KONEPÖRSSI

KULJETUSKALUSTON JATYÖKONEIDEN AMMATTILEHTI

## KONEPÖRSSI

AMMATTIAUTOT

## KONEPÖRSSI

URAKOINTIUUTISET



**Front cover:** 5.390 €  
210 x 223

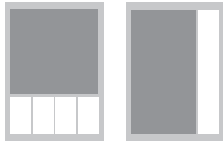


**Inner covers:**  
4.288 €  
210 x 297

**1/1 sivu:** 3.560 €  
210 x 297



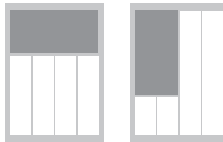
**2/1 spread:** 5.945 €  
420 x 297



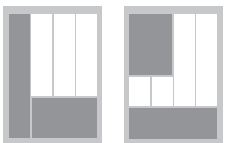
**3/4 page:** 3.120 €  
187 x 195 / 139 x 265



**1/2 page:** 2.585 €  
91 x 265 / 187 x 130



**1/3 page:** 1.778 €  
187 x 90 / 91 x 180



**1/4 page:** 1.390 €  
43 x 265 / 91 x 130  
139 x 85 / 187 x 65



**1/8 page:** 728 €  
91 x 65, 43 x 130



**Front cover:** 4.710 €  
210 x 243



**Back cover:** 4.127 €  
210 x 267

**Note! NEW SIZE!**

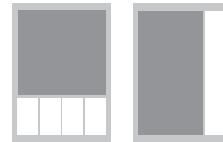


**Inner covers:**  
3.665 €  
210 x 297

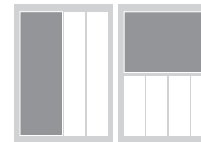
**1/1 page:** 3.202 €  
210 x 297



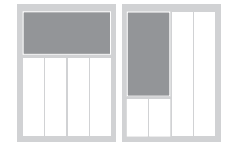
**2/1 spread:** 5.352 €  
420 x 297



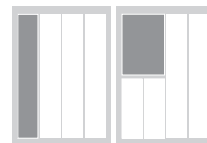
**3/4 page:** 2.802 €  
187 x 195 / 139 x 265



**1/2 page:** 2.322 €  
91 x 265 / 187 x 130



**1/3 page:** 1.599 €  
187 x 90 / 91 x 180



**1/4 page:** 1.249 €  
43 x 265 / 91 x 130



**1/8 page:** 628 €  
91 x 65, 43 x 130

**Selected locations costs 5% extra.**

**Advertising agencies given 15% discount** (ready material).

VAT will be added to all prices.

We reserve the right to change prices.

**For front cover, full-page and 1/2 spread adverts:  
4 mm bleed + crop marks**

## INSERTS

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

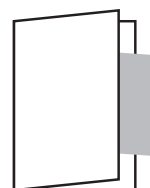
**In addition to the entire edition, the insert can be targeted even further according to certain criteria. Ads can be targeted by e.g. tractor brand.**

If you combine a printed insert **with electronic distribution**, you can make sure that your message will reach its target audience. Magazine inserts can also be **mailed directly** using our address database. This enables you to focus on a specific target group with your printed material.

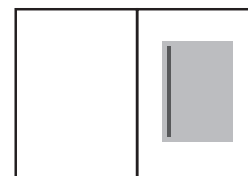
**Contact us for more information and to get an offer.**

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.

**Magazine inserts can be**



**Included as  
a loose insert**



**Attached with  
a drop of glue**



**Packaged in plastic  
with the journal**

Note: Always ensure, well in advance, that the product to be inserted is suitable for such use.

# Konepörssi in 2020

**In the future, we will be offering high-quality communications for professionals through Konepörssi, the strongest and best-known brand in the field.**

We will expand Konepörssi to cover tractor contracting, agriculture and forestry, and light commercial vehicles and passenger transport in addition to engineering and transport vehicles.

Konepörssi will be published in print **31 times a year**. The traditional Konepörssi magazine will be published 12 times a year. Additionally, agriculture and forestry and tractor contracting will be covered in 11 publications, and light commercial vehicles and passenger transport in 8 publications. Our accurately targeted distribution will effectively reach the operators and decision-makers in each field.

## The most read publication online

In the future, the online Konepörssi content will cover

all heavy machinery themes, including the metal and engineering industry. Our fast-updating news and the most extensive image and video content in the field will reach the professionals spending time online through a channel where advertising can be targeted at a relevant theme and customers interested in that theme. **We will also present the Nettikone marketplace for used dealer vehicles.** Our collaboration with Nettikone will open up new possibilities to our readers and advertisers. This combination will be a superb package for business transactions.

## You'll reach your customers

The print magazine and the field's most extensive online content combined with social media channels will create excellent opportunities for successful marketing.

When advertising in Konepörssi, **you'll reach over 150,000 businesses and key persons** who are seeking to invest in a competitive edge for their businesses.

## TECHNICAL DATA

Journal format 210 x 297 mm (A4)  
Printing area 210 x 297 mm (+ 4 mm bleed + crop marks)

### Binding

Konepörssi Adhesive binding (gutter margin 10mm)  
Konepörssi AA Stapling  
Konepörssi UU Stapling

Column width 43 mm, columns 4  
Line density 60 l/cm  
Annual volume 39.

### Print run / Directed distribution copies (on average)

Konepörssi 53.000 copies / 50.000 copies  
Konepörssi AA 35.500 copies / 35.000 copies  
Konepörssi UU 35.500 copies / 35.000 copies

In addition, distribution of digital journals to a target group of professionals.

## MATERIAL

Digital material: PDF (prepared for pre-press, size 1:1), CMYK colours (Europe PrePress Fogra39), image resolution 300 dpi.

Large files (over 20 Mb) through Dropbox or corresponding file distribution service. A link to a shared file sent to the magazine's e-mail address.

## EDITORIAL OFFICE

Address Turpiininkatu 3, 33100 Tampere, Finland  
**Chief editor in charge** Jussi Lehtonen, puh. +358 (0)400 630 607  
Engineering vehicles - transport vehicles  
**Editors in chief** Tapani Palo, puh. +358 (0)50 517 8754  
Light commercial vehicles - passenger transport  
Seppo Pentti, puh. +358 (0)50 365 3424  
Tractor contracting - agriculture and forestry  
Telephone 03 380 7700  
E-mail koneporssi@otava.fi  
ammattiautot@otava.fi  
urakointiutiset@otava.fi  
Internet www.koneporssi.com  
ISSN 0359-209X  
Company ID 1621352-9 Nettix Oy  
Home place Helsinki

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

## NETTIX

Nettix Oy, owned by the Otava group, bought SL-Mediat Oy in 2018, and in early 2020, the operations of SL-Mediat Oy will be merged with Nettix Oy.

**KONEPÖRSSI**  
KULJETUSKALUSTON JA TYÖKONEIDEN AMMATTILEHTI

**KONEPÖRSSI**  
AMMATTIAUTOT

**KONEPÖRSSI**  
URAKOINTIUTISET

## KONEPÖRSSI EDITORIAL CALENDAR 2020 | Always field-specific distribution

KONEPÖRSSI   ENGINEERING VEHICLES - TRANSPORT VEHICLES			
Issue	Theme / News / Events	Deadline	Publication
1	Talvitiepäivät	3.1.	14.1.
2	Waste management and recycling / Komiat Konepäivät, Seinäjoki	24.1.	4.2.
3	Timber transport / Bioenergy / Wood chips & peat / Konekaupan Villi Länsi, Turku	17.2.	26.2.
4	Mansen Mörinät exhibition	12.3.	23.3.
5	Rental / Leasing / Financing	8.4.	21.4.
6	Green-area maintenance machines	6.5.	18.5.
7	Power Truck Show / Lepaa exhibition	3.6.	15.6.
8	FinnMetko 2020 exhibition	6.8.	18.8.
9	Winter maintenance / Work lights / Tyres	2.9.	14.9.
10	Trailers / Superstructures / MaatalousKonemessut	1.10.	12.10.
11	Crushing, breaking and screening / FinnMateria exhibition	28.10.	9.11.
12	Lifting equipment	25.11.	7.12.

KONEPÖRSSI - COMMERCIAL VEHICLES   LIGHT COMMERCIAL VEHICLES - PASSENGER TRANSPORT			
Issue	Theme / News / Events	Deadline	Publication
1	Light lorries / Pick up & 4x4 / Maintenance vehicles	28.1.	6.2.
2	Taxis & Mini buses & Buses	5.3.	16.3.
3-4	Pick-up & Camper vans	14.5.	26.5.
5	Camper vans / Caravan 2020, Lahti / Mobile Home exhibition	20.8.	31.8.
6	Pick-up & 4 x 4 / Upholstery & equipment of vehicles	17.9.	28.9.
7	Buses & Mini buses & Taxis / Work lights & Tyres	22.10.	2.11.
8	Pick-up & 4 x 4 / Camper vans / Caravan equipment	19.11.	30.11.

KONEPÖRSSI – CONTRACTING NEWS   TRACTOR CONTRACTING - AGRICULTURE AND FORESTRY			
Issue	Theme / News / Events	Deadline	Publication
1	Winter maintenance of roads & Snow ploughs & Snowblowers / Sarka fair	9.1	20.1.
2	Rotary brooms & Bioenergy	6.2.	17.2.
3	Tractor maintenance & Spare parts / Mansen Mörinät exhibition	27.2.	9.3.
4	Springtime work & Earthmoving	26.3.	6.4.
5-6	Infratech & Property maintenance equipment & Tractor trailers & Carriages & Equipment rental	29.4.	11.5.
7	Forestry trailers & Grapples	12.8.	24.8.
8	Agricultural production equipment / FinnMetko 2020	9.9.	21.9.
9	Winter work equipment & Work lights & Bioenergy / MaatalousKonemessut	7.10.	19.10.
10	Mobile firewood processor special & Chippers & Heating plants	5.11.	17.11.
11	Mowers & Harvesters & Accessories & Tyres	2.12.	14.12.