

# KONEPÖRSSI



## The leading media for heavy vehicles and machinery in Finland

### EDITORIAL CALENDAR 2020

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	Long Summer Issue	3.6.	15.6.
8	Commercial vehicles / 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.

## STANDARD SIZES AND PRICES FOR MAGAZINE



**Front cover:** 5.390 €  
210 x 223

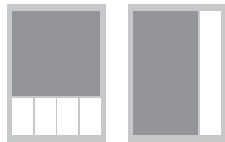


**Inner covers:**  
4.288€  
210 x 297

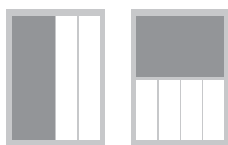
**1/1 page:** 3.560 €  
210 x 297



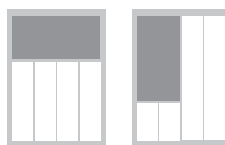
**2/1 spread:** 5.945 €  
420 x 297



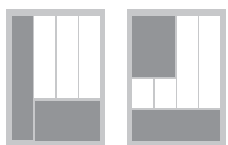
**3/4 page:** 3.120 €  
187 x 195 / 139 x 265



**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

**Selected locations costs 5% extra.**

**Advertising agencies given 15% discount** (prepared material).  
VAT will be added to all prices.

We reserve the right to change prices.

### NOTE!

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

## TECHNICAL DATA

Journal format	210 x 297 mm (A4)
Printing area	210 x 297 mm (+ 4 mm bleed + crop marks)
Binding	Adhesive binding (gutter margin 10mm)
Column width	43 mm, columns 4
Line density	60 l/cm
Annual volume	39.

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

53.000 copies / 50.000 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

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

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## INSERTS

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

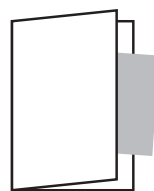
**In addition to the entire edition, the insert can be targeted even further according to certain criteria.**

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.

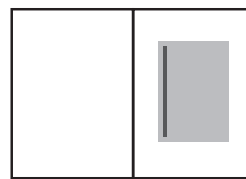
**Contact us for more information and to get an offer.**

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.