

KONEPÖRSSI

40
VUOTTA
KONEPÖRSSI

The most read construction machinery and cargo transport magazine in Finland

Reach 150,000 business decision-makers

EDITORIAL CALENDAR 2021

Issue	Theme / News / Events	Deadline	Publication
1	Waste management and recycling / Field service / Mining and Rock excavation seminar and Information networks fair	4.1.	13.1.
2	Mini excavators / Komiat Konepäivät, Seinäjoki	27.1.	8.2.
3	Timber transport / Bioenergy / Wood chips & peat / Konekaupan Villi Länsi, Turku	18.2.	4.3.
4	Mansen Mörinät exhibition / Pick Up cars	23.3.	6.4.
5	Rental / Leasing / Financing / FinnMateria exhibition and Logistics Trade Fair	21.4.	3.5.
6	Green-area maintenance machines and Rock transport	19.5.	31.5.
7	Long Summer Issue / Okra ja Lepaa fairs and Power Truck Show	9.6.	21.6.
8	Maxpo 2021 exhibition	10.8.	23.8.
9	Winter maintenance / Work lights / Tyres / KoneAgria fair	8.9.	20.9.
10	Trailers / Superstructures	6.10.	18.10.
11	Crushing, breaking and screening	3.11.	15.11.
12	Lifting equipment	29.11.	9.12.

All Events TBD/TBA due to current Covid-19 situation.

STANDARD SIZES AND PRICES FOR MAGAZINE

Width x Height



Font cover: 5.390 €
210 x 221 (NEW SIZE)

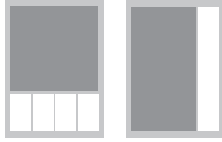


Inner covers:
4.288€
210 x 297

1/1 page: 3.560 €
210 x 297



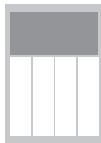
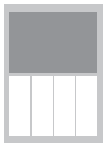
2/1 spread: 5.945 €
420 x 297



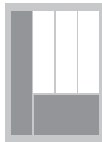
3/4 page: 3.120 €
187 x 195 / 139 x 265



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	40.

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.

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INSERTS

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

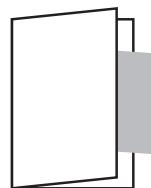
In addition to the entire edition, the insert can be targeted even further according to certain criteria.

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.

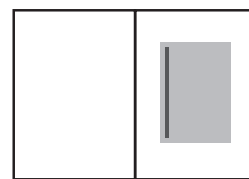
Contact us for more information and to get an offer.

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.