

Koneporssi.com online media

KONEPÖRSSI

Uutiset Konekauppa

SANKAREIDEN TYÖLAITTEET

SERCO uudistuu!
Tutut **TOP**- ja **SKAALA**-tuotemerkit löytyvät jatkossa **SERCO**-tuotemerkin alta. Lue lisää www.serco.fi >>

Uutiset

Kuukausikausi
Koneporssi 8/2020 on ilmestynyt
17.08.2020

KONEPÖRSSI
TULEVAISUUTTA

KONEPÖRSSI
TUTUJA TUOKA

ADD:SECURE
Vehco, joka osti Paetronicin ja Ecosen vuonna 2019 vaihtaa nyt nimensä Add:Secureksi. Jatkossa kaikki yrityksen palvelut ovat saatavana Smart Transport-nimellä.
For a safer and smarter world

TAMTRON
SCALEX DUMPER
SIIRRETTÄVÄ AKSELIVAAKA LOUHEENSIIRTOAUTOILLE

Työkoneet
Nimitys Rotarent Oy
18.08.2020

Autot
Ford Transit Custom Van PHEV – pakettiauto lataushybriditeknikalla
18.08.2020

Työkoneet
Teknisen Kaupan myynti Q2 2020: Myynti heikkeni vain hieman
18.08.2020

Työkoneet
Vähän melua nollapäästöin –

Advertising can be focused by theme

The most read heavy machinery news site in Finland



In Koneporssi's machine marketplace you'll find machinery for sale by reliable dealers

Display advertising is a visual method for reaching your desired target groups

ONLINE AD SIZES AND PRICES

The Koneporssi.com news site **has been updated** to meet all modern online advertising needs. Alongside the news site, we'll introduce a completely new product, **Konepörssi's Konekauppa marketplace** which launch at the turn of the year. The service will be implemented together with Nettikone. Advertising in this new marketplace will open up new possibilities for reaching your customers online.

We have made improvements to the viewability of Koneporssi.com ads, i.e. how the ads are seen. The CTR (click-through rate) of several completed online campaigns has been excellent. This is achieved through **high-quality content, committed visitors, and reliable ads for each target group.**

Targeting ads on the Konepörssi news site and marketplace enables diverse and far-reaching advertising. Display advertising on the site is a visual method for reaching you desired target groups, strengthening your company's brand, and enhancing awareness. **Your online campaign can be targeted at the professionals of your fields or every visitor.**

You can ask us more for the field targeting.

MATERIAL

Advertisement format: GIF, JPG, HTML5. Size in kilobytes max. 150 kb. GIF and JPG materials: A destination URL must be submitted with the material. Ready to process materials must include both desktop and mobile versions. Colours sRGB.

It is not possible to implement tag tracking at the front page dominance.

Ready material two (2) business days and material that needs to be processed five (5) business days before the beginning of the advertisement campaign.

Send material by e-mail to: mainospalvelu@nettix.fi. And ask by e-mail if you have questions regarding material.

Buying ad space

All Konepörssi.com advertising space can be bought through your contact person. Advertising inventory is limited and there is a lot of demand for advertisement sites, so we recommend that you schedule your campaign well in advance.

SALES

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 Tapani Palo +358 (0)50 517 8754
 E-mail forename.surname@otava.fi

ONLINE AD SPACES

Ad placement	Desktop	Mobile	CPM (= €/1000 views)
1. Front page dominance	600x900px	600x900px	68 €
2. Maxi parade	980x552px	300x300px	62 €
3. Parade	980x400px	300x300px	58 €
4. Billboard	300x500px	300x150px	38 €
5. Box	300x250px	300x150px	32 €
6. Extended scycraper	160x600px		32 €

Sizes: width x height



NATIVE ADVERTISING

A native article is an ad-type article on the front page of the Koneporssi.com online media. Campaigns on this placement are always tailored. We also carry out native campaigns in larger entities where our journalist writes an article. The article will be linked e.g. to your company's website.

NEWSLETTERS

The Koneporssi newsletter is a current and interesting way to reach your customers by e-mail. In the newsletters, ads can be targeted at the target groups and business decision-makers of your desired fields. A prime location for your advertising message, helping you get extra exposure and repetition! Newsletters are delivered to an active target group of professionals.

Our newsletter register is maintained according to general data protection regulations.

Ad placements and pricing

Ad placement: Panorama 300 x 300 px, material format: JPG (No GIF!)

Each ad can be linked e.g. to a website or product catalogue.

Price: €400 / delivery, or €900 / 3 deliveries

Reservation to your contact persons e-mail. Material delivery to: mainospalvelu@nettix.fi

VAT will be added to all prices. We reserve the right to change prices.

NEWSLETTER AD SPACES



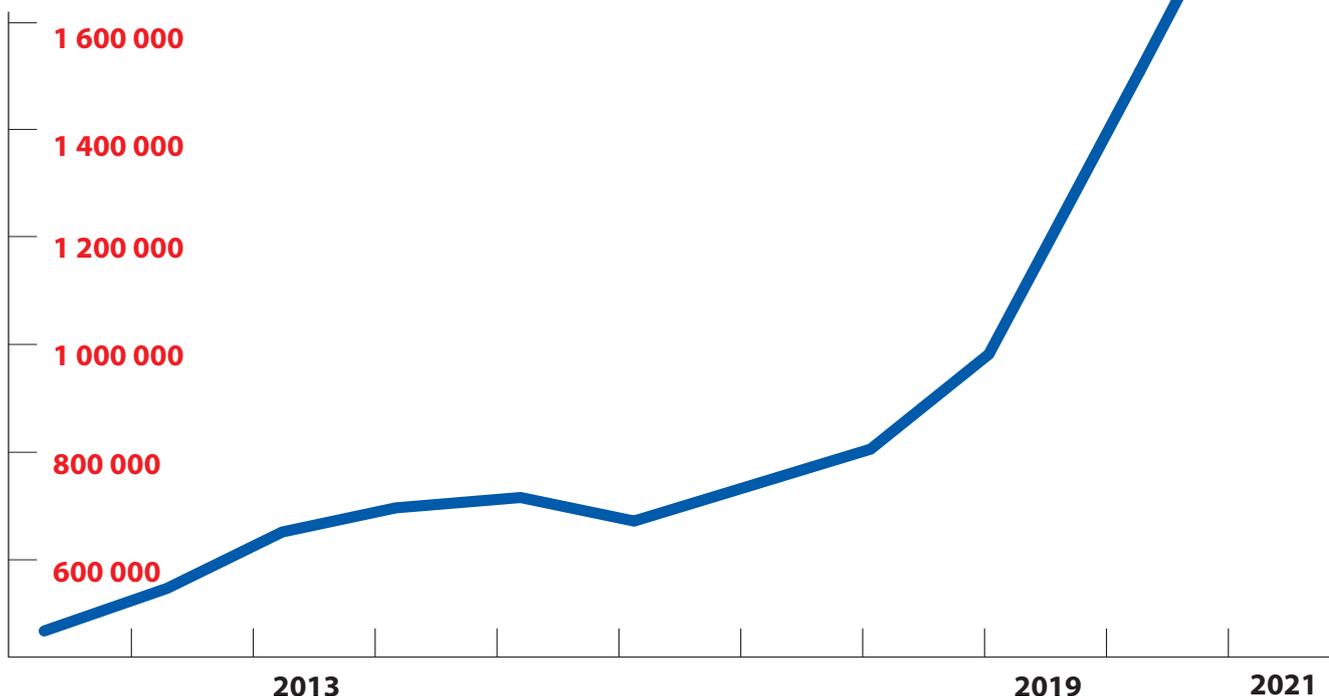
Koneporssi.com is the industry's most read online media

Koneporssi.com is by far the industry's most read news media online with nearly a million hits annually.

Koneporssi.com site will also include Konekauppa, the Nettikone marketplace for dealer vehicles and machinery.

Marketing on the site is worth it. Koneporssi.com for professionals reaches the operators in the field accurately and successfully.

With our site update, we expect the number of visitors to grow significantly:



1 718 026 hits annually (19.10.2019 - 19.10.2020)



Konepörssi has a strong strong relationship with its readers and, according to research, it is the most read media in the field.

Distribution that is accurately targeted to the machinery and transport field will reach the operators and decision-makers of the field.

Professional and current content, and a significant number of interesting ads will provide valuable and reliable information to support the reader's investment decisions.

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

**Reach 150,000 business
decision-makers**

KONEPÖRSSI