

Koneporssi.com online media

KONEPÖRSSI

Uutiset Konekauppa Työkoneet Kuljetuskalusto Maa- ja metsätalous Autot Tapahtumat Blogit Tietoa lehti Näköislehdet +

KEVÄTKAMPANJA
Avant 423+
työtehopaketti
17 990€ ALV 0%

Uutiset

Kuljetuskalusto
Koneporssi 1/2021 on ilmestynyt
12.01.2021

KONEPÖRSSI
REALITILAIN KONEVUOKRAUKSELLA
TÄRKEIT TAVUTUKSIA TUOMATTUNA

KONEPÖRSSI
KONEVUOKRAUKSELLA
TUOMATTUNA

20
MANSEN MÖRINÄT
SUOMEN SUURIMMAT
KONEPÄIVÄT 11.–12.6.2021

Bobcat
Vaekraus-Huolto-Varaosat

MINIKONE OY RENT
Katso lisää >>

ROUTAA EI OLE!
Tulustu valikoimaamme
ja pyydä tarjous >>

KALLIOINEN RENT

LEIBHERR

Villi Länsi 2021

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

The most read heavy machinery news site in Finland



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

Advertising can be focused by theme

ONLINE AD SIZES AND PRICES

The **Koneporssi.com news site meet all modern online advertising needs**. Alongside there is Konepörssi's Konekauppa marketplace. The service will be implemented together with Nettikone.

The viewability of Koneporssi.com ads, i.e. how the ads are seen, are high. The CTR (click-through rate) of several completed online campaigns has been excellent. This is achieved through **high-quality content, committed visitors, and relatable 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

(Front page dominance JPG only). Size in kilobytes max. 150 kb.

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 HTML 5 ads or 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.

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.

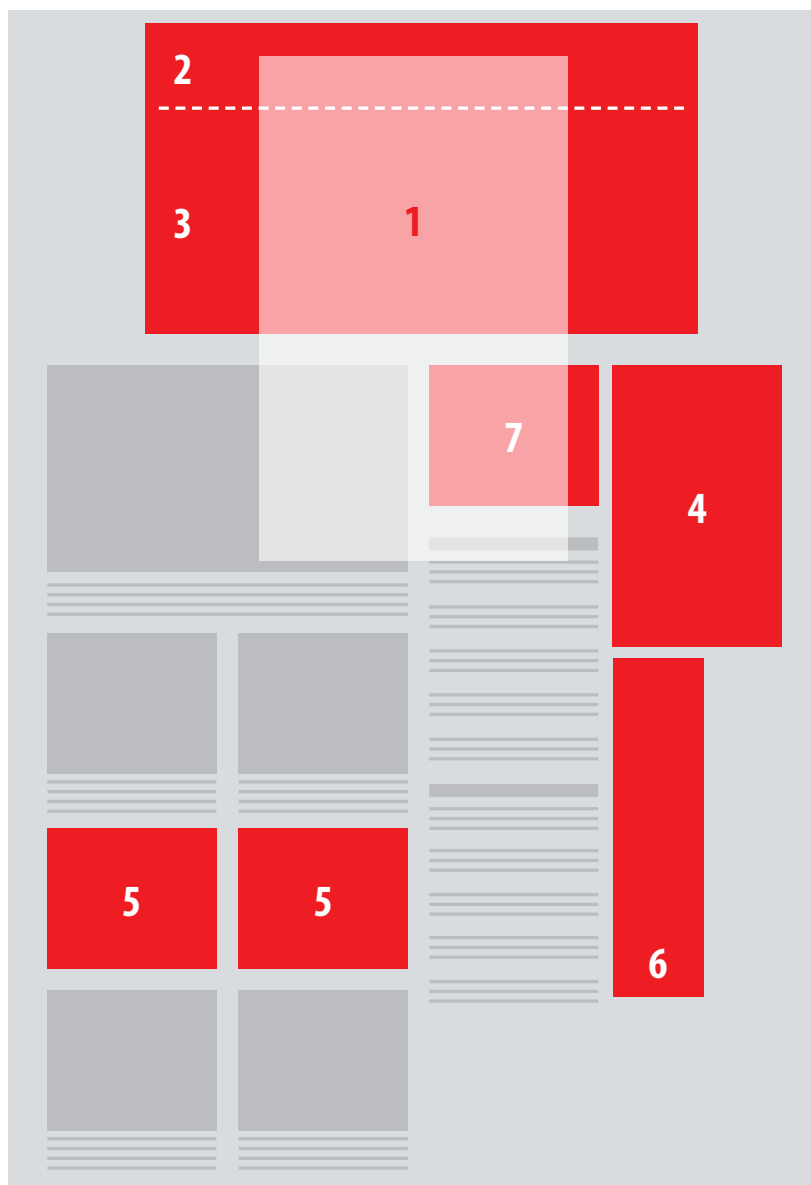
Buying ad space

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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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 €
7. Sponsored Box	300x250px	300x150px	41 €

Sizes: width x height

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

NEWSLETTERS

The Konepörssi 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.

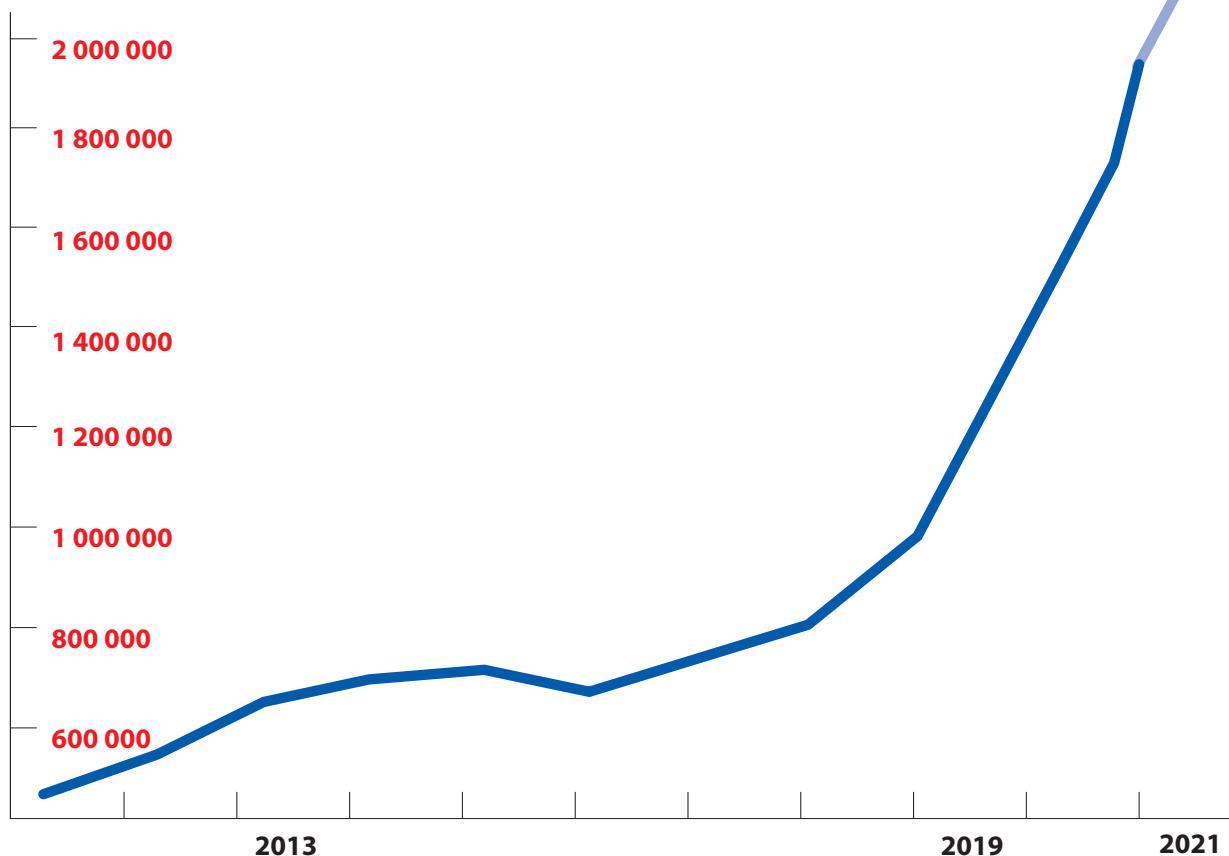
NEWSLETTER AD SPACES



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.



1 965 882 hits annually (1.1.2020 - 31.12.2020)



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