

koneviesti

Independent Technical Journal



MEDIA INFORMATION 2016

koneviesti

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ADVERTISING MARKETING

Telephone: +358 20 413 2321

Telefax: +358 9 694 4766

E-mail: aineistot@koneviesti.fi

Marketing Director

Olli Kantola +358 20 413 2230

Key Account Manager

Väinö Keto + 358 500 451 459

Key Account Manager

Ilkka Viitasalo +358 400 408 190

Sales Manager

Sinikka Haverinen +358 20 413 2470

Sales Manager

Jukka Mäkitalo +358 20 413 2236

Sales Assistant

Päivi Puranen +358 20 413 2449

MAGAZINE PUBLISHER

Viestilehdet Oy (Business ID 0111165-0)

Address: P.O. Box 485 (Simonkatu 6), 00101 Helsinki

Telephone: +358 20 413 2110

Telefax: +358 20 413 2209

www.koneviesti.fi

E-mail: firstname.lastname@koneviesti.fi

Editor-in-Chief: Uolevi Oristo

Managing Director: Tero-Pekka Hämäläinen

Printing house: PunaMusta Oy

Volume: 64

CIRCULATION AND READERSHIP

Circulation 31 103 (Finnish Audit Bureau of
Circulations 2014)

Readership 174 000 (National Media Research,
KMT AL K2015)

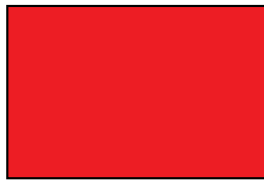


EXHIBITIONS AND EVENTS IN 2016

Sarka, Seinäjoki	29.-30.1.	Lepaa, Hattula	11.-13.8.
Willi Länsi, Turku	11.-12.3.	FinnMETKO, Jämsä	1.-3.9.
Mansen Mörinät, Tampere	1.-2.4.	Logistiikka, Tampere	13.-15.9.
Erämessut, Riihimäki	9.-12.6.	KoneAgria, Jyväskylä	7.-9.10.
Okra, Oripää	6.-9.7.	Kelekkamessut, Rovaniemi	31.10.-6.11.
Power Truck Show, Härmä	12.-13.8.		

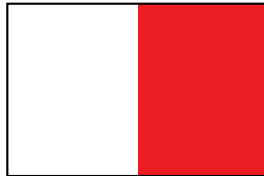


ADVERTISEMENT SIZES AND RATES



Double spread
450 mm x 300 mm

6 980 €



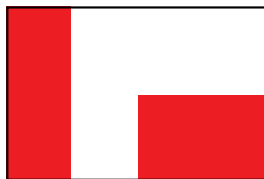
Flap of the spread
2 x 212 mm x 300 mm

1/1 page
2. cover
3. cover
225 mm x 300 mm

3 985 €

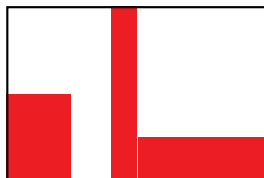
4 475 €

4 475 €



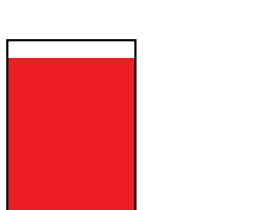
1/2 page, vertical
95 mm x 275 mm or 110 mm x 300 mm

2 190 €



1/2 page, horizontal
195 mm x 130 mm or 225 mm x 140 mm

2 190 €



1/4 page, vertical
95 mm x 130 mm or 110 mm x 140 mm

1 180 €

1/4 page, horizontal
195 mm x 65 mm or 225 mm x 65 mm

1 180 €

1/4 page, vertical
45 mm x 275 mm

1 180 €



Back cover
225 mm x 270 mm

4 580 €



ADVERTISEMENT AFTER THE TEXT

Materials width dimension after the text

1 column	38 mm	4 columns	161 mm
2 columns	79 mm	5 columns	202 mm
3 columns	120 mm		

Advertisement rates/millimeter column

2,20 € (black and white) 2,80 € (4-colour)

Annual advertisement

1,80 € (black and white) 2,20 € (4-colour)

A certain position on inside pages increases the rate by 5 %.

TECHNICAL INFORMATION

Printing Area	width 225 mm, heigh 300 mm
PDF	1:1 size
Colours	CMYK
Resolution	300 dpi

MATERIAL FORMAT

1) PDF (Closed format)

The recommendable storage format for complete materials, which helps to avoid printing problems caused by differences in the hardware and/or software of the producer of the material and the printing house.

2) Document format

All photographs and logos to be included in the advertisement must be attached. This form requires compatibility of the software and fonts of the producer of the material. The document may be delivered: Illustrator, InDesign, Photoshop.

Fonts

Adobe FontFolio 9.0 fonts are used. In case special fonts are used in the advertisement, they are to be converted into paths.

MATERIAL ADDRESS

E-mail (max 10 Mb):

aineistot@koneviesti.fi (pdf-files)

Data transfer (over 10 Mb):

ftp.koneviesti.fi

user name: ilmoitus

password: ilmoitus



ISSUE	THEMES
1 publishing 14.1. material 23.12.2015	Agritechnica-exhibition. Data processing, automation and positioning systems in agriculture, construction and forestry.
2 publishing 4.2. material 15.1.	Building renovation. Feeding of livestock. Bioenergy.
3 publishing 25.2. material 5.2.	Farm Tractors.
4 publishing 10.3. material 19.2.	Service and repair tips. Hand-held tools. Machinery for seeding and soil cultivation.
5 publishing 30.3. material 11.3.	Heavy construction machinery. Handling of yield.
6 publishing 14.4. material 24.3.	Tires. Reduction of soil compaction. Bioenergy.
7 publishing 4.5. material 15.4.	Heavy forest machinery. Bauma-exhibition. Improving load capacity of roads and farmyards.
8 publishing 26.5. material 6.5.	Landscaping. Bioenergy. Storing and processing of firewood. Catalogue of summer conventions.
9 publishing 16.6. material 27.5.	Summer special. Mopeds and electric scooters.
10 publishing 5.7. material 15.6.	Material handling in Agriculture. Foreknowledge of Okra-exhibition.
11 publishing 10.8. material 22.7.	Service and repair tips. Batteries and Chargers. Okra-exhibition, new products. Foreknowledge of Lepaa-exhibition.
12 publishing 31.8. material 12.8.	Special issue for contractors and entrepreneurs. Metko-exhibition. Bioenergy.
13 publishing 22.9. material 2.9.	Heavy construction machinery. Winter maintenance of roads. Silage harvesting.
14 publishing 5.10. material 16.9.	Harvesting part 1. Exhibition of heavy machinery in Finland, KoneAgria.
15 publishing 27.10. material 7.10.	Harvesting part 2. Off road and utility vehicles.
16 publishing 17.11. material 28.10.	Forest Machinery 2. Tractor of the Year.
17 publishing 8.12. material 18.11.	Agricultural facilities and constructing, building automation.
18 publishing 15.12. material 25.11.	Vintage tractors and machinery.