

koneviesti

INDEPENDENT TECHNICAL JOURNAL

Kire Combi 12 -hiekoitin • Kierre kuntoon Baerfix-holkilla • Sarka-näyttely

TRAKTORI-
NUMERO

koneviesti

PUOLUEETON TEKNINEN AMMATTILEHTI

IRTONUMERO 10,90 € (SIS. ALV.)

65. VUOSIKERTA

NRO 3 23.2.2017



Vertailussa 9 tehokasta nelisyylinteristä

YKKÖSTRAKTORIT



PERUS-
HYÖTYKELKAT
KOKOILUSSA



DOOSANIN NÄPPÄRÄMPI PYÖRÄKONE

VW CRAFTER:
KOKONAAN
UUSITTU
MALLI



MEDIA INFORMATION 2018



koneviesti

Address

P.O. box 440 (Simonkatu 6),
FI-00101 Helsinki

Telephone

+358 20 413 2110

Websites

www.koneviesti.fi

E-mail

firstname.lastname@viestilehdet.fi

Magazine publisher

Viestilehdet Oy (Company ID 0111165-0)

Editor-in-Chief Uolevi Oristo

Managing Director

Tero-Pekka Hämäläinen

Marketing Director Olli Kantola

Circulation

28 604 kpl (Finnish Audit Bureau of
Circulations 2016)

Readership

171 000 (NRS autumn2016/spring2017)

Advertising Marketing

+358 20 413 2321

Key Account Manager

Väinö Keto

+ 358 500 451 459

Sales Manager

Jukka Mäkitalo

+358 20 413 2236

Sales Manager

Sinikka Haverinen

+358 20 413 2470

Sales Assistant

Roosa Rantanen

+358 20 413 2568

Heavyweight purchasing power

Koneviesti is a magazine for machinery professionals and active enthusiasts of the field. A typical reader is a middle-aged professional who has good income and an extremely close relationship with their magazine. The majority of readers are full- or part-time entrepreneurs.

Koneviesti tests, compares and demonstrates tractors, work machinery and vehicles used in agriculture, forestry, earth construction and environmental management. Our reporters, and test drivers using machinery in their professional capacity, test out the operation, maintenance and repairs of the machinery under real conditions.

This expertise has earned Koneviesti a steady position among its readers. The value of the magazine to its subscribers is testified by the fact that 81% of them keep the issues after reading even though the contents of Koneviesti are available online in electronic format for all devices.

The readers take a positive view of advertising and regard it an essential part of the contents of Koneviesti. A total of 82 % of readers find advertisements useful (Koneviesti reader surveys 2016, IRO Research). The attention value of advertising is also increased by the fact that the magazine is read from cover to cover and its contents are referred to time and again.

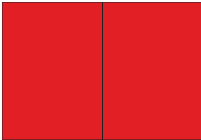
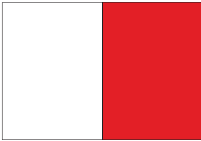
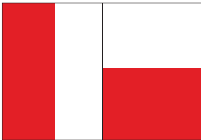
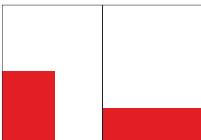
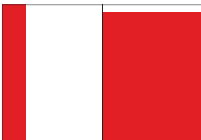

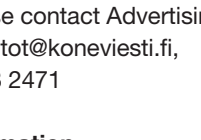
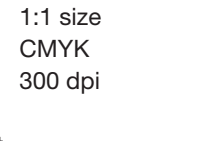
Koneviesti is an unmissable media when you are looking for a magazine that combines a large number of readers with a clear reader profile and heavyweight purchasing power.

Summary of demographic profile

- Koneviesti has 171,000 readers
- Koneviesti is the largest magazine in its sector
- The average reading time of Koneviesti is about 1.5 hours (1 h 27 min)
- 97 % of readers find the magazine useful
- 79 % read the magazine fairly closely, including several articles
- 81 % of readers are forest owners
- 70 % of households have at least 2 or more vehicles
- 56 % of the subscribers are entrepreneurs
- 61 % of readers prefer well-known brands

Sources: NRS autumn2016/spring2017, Atlas 2016, Koneviesti reader surveys 9/2016 / IRO Research

Advertisement Sizes and Rates

Inside margins	Until cuttings		
Double spread 420 x 275 mm	450 x 300 mm	EUR 6 990	
1/1 page 2. and 3. cover 195 x 275 mm	225 x 300 mm	EUR 3 990 EUR 4 790	
1/2 page, vertical 95 x 275 mm	110 x 300 mm	EUR 2 280	
1/2 page, horizontal 195 x 130 mm	225 x 140 mm	EUR 2 280	
1/4 page, vertical 95 x 130 mm	110 x 140 mm	EUR 1 240	
1/4 page, horizontal 195 x 65 mm	225 x 80 mm	EUR 1 240	
1/4 page, vertical 45 x 275 mm	60 x 300 mm	EUR 1 240	
Back cover	225 x 270 mm	EUR 4 950	

Please add 5 mm bleeds in advertisement until cuttings.
Value added tax (24 %) is not included.

Advertisement after the text

Materials width dimension after the text

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

Advertisement rates/millimeter column

black & white	2,50 €
4-colour	3,00 €

Annual advertisement

black & white	2,00 €
4-colour	2,50 €

Line Advertisement 6,00 €/line
A certain position on inside pages increases the rate by 15 %.

Material Information

Material Address

E-mail (max 10 Mb):
aineistot@koneviesti.fi (pdf-files)

Data transfer (over 10 MT) For further instruction please contact Advertising Marketing aineistot@koneviesti.fi, Tel. +358 20 413 2471

Technical Information

Printing Area w 225 mm, h 300 mm
PDF 1:1 size
Colours CMYK
Resolution 300 dpi

Material format

The recommendable storage format for complete materials. The fonts must be included in the PDF file. When sending a file, its name must include the advertiser and publication date. Also include in the message senders contact information.

The advertising agency discount is 15 %. Discounts for repeats and serial advertising are agreed separately. The advertising rates are subject to VAT at the current rate. Cancellations of advertising must be received three weeks before the publication date. Increased costs incurred by laws, decrees or measures by the authorities

occasion corresponding price increases effective from the date the regulations become effective.

Liability for errors and complaints

All approved advertisements are published in the agreed issue in accordance with the advertising order. Viestilehdet Oy reserves the right not to publish advertisement it does not wish to publish. Viestilehdet Oy is not liable for any benefits promised in advertisements. Viestilehdet Oy is not liable for possible losses to the advertiser in the event of failure to publish the advertisement due to a production or other operative reason, including strikes.

Online advertising

Giant Panorama

980 x 400 px / scalable / 300 x 300 px
max 80 kB (HTML5 200 kt) /
mobile max 40 kB (HTML5 160 kB)
price CPM* EUR 36



Panoraama

980 x 120 px / scalable / 300 x 150 px
max 40 kB (HTML5 80 kB)
price CPM* EUR 24



Giant retangle

468 x 400 px / 468 x 400 px / 300 x 300 px
max 40 kB (HTML5 80 kB)
price CPM* EUR 18



Skyscraper

160 x 600 px / 160 x 600 px / 300 x 300 px
max 40 kB (HTML5 80 kB)
price CPM* EUR 24



Ask your contact person for more information!

Further information

koneviesti.fi/palvelut/mediamynti/
verkkomainonta

Issues and Themes

Issue	Themes
1 Publishing 11.1. Material 21.12.2017	Technology of arable farming 1
2 Publishing 1.2. Material 12.1.	Bioenergy 1
3 Publishing 22.2. Material 2.2.	Farm tractors
4 Publishing 15.3. Material 23.2.	Tires: tractors, heavy machinery, transportation
5 Publishing 28.3. Material 9.3.	Heavy machinery 1
6 Publishing 19.4. Material 29.3.	Bioenergy 2
7 Publishing 16.5. Material 27.4.	Heavy forest machinery 1
8 Publishing 31.5. Material 11.5.	Summer special
9 Publishing 20.6. Material 1.6.	Bioenergy 3 OKRA-exhibition
10 Publishing 19.7. Material 29.6.	Service and repair tips, Special issue for contractors and entrepreneurs
11 Publishing 15.8. Material 30.7.	Landscaping
12 Publishing 29.8. Material 13.8.	Bioenergy 4 METKO-exhibition
13 Publishing 20.9. Material 3.9.	Crop harvesting Feeding
14 Publishing 8.10. Material 17.9.	Heavy forest machinery 2 KoneAgria-exhibition
15 Publishing 25.10. Material 5.10.	Heavy machinery 2, Winter maintenance of roads
16 Publishing 14.11. Material 26.10.	Technology of arable farming 2 Farm machinery exhibitions
17 Publishing 5.12. Material 16.11.	Building renovation Constructing and building automation
18 Publishing 13.12. Material 23.11.	Vintage tractors and machinery