

koneviesti

Media information 2019



Independent technical journal



koneviesti A unique magazine – a unique relationship with readers

SUOMEN KONEUSKOTTAVIN AMMATTILEHTI

Address

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

Telephone

+358 20 413 2110

Website

koneviesti.fi

E-mail

firstname.lastname@viestilehdet.fi

Publisher

Viestilehdet Oy (Company ID 0111165-0)
Editor-in-Chief Uolevi Oristo
Managing Director
Tero-Pekka Hämäläinen
Marketing Director Olli Kantola

Readership

156,000 (NRS autumn 2017/
spring 2018)

Advertising Marketing

Tel. +358 20 413 2321

Key Account Manager

Väinö Keto
Tel. +358 500 451 459

Sales Manager

Jukka Mäkitalo
Tel. +358 50 321 7812

Sales Manager

Sinikka Haverinen
Tel. +358 50 330 4677

Sales Assistant

Roosa Rantanen
Tel. +358 20 413 2568

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.

Koneviesti has a firm position among its readers. In 2019 the readers will also get to enjoy the new koneviesti.fi website, which offers an overwhelming reading experience. The site menu has been tested by our readers and adapted to their needs. Usability and visibility are both on a completely new level. The most popular contents and themes are easily accessible.

Advertising is an essential part of Koneviesti, and the readers have a positive attitude towards it. Up to 87 % of the readers find the advertisements useful. Koneviesti magazine is read very carefully and the content is viewed many times, which enhances the attention score of advertisements. The reader's opinions have been taken in consideration when planning ad placement, and the ad sizes are well adjusted to mobile devices. The renewed site offers more possibilities for video content.

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

Summary of demographic profile

- Koneviesti has 156,000 readers.
- Koneviesti is the largest magazine in its sector
- The average reading time of Koneviesti is about 1.5 hours (1 h 27 min)
- 81 % of readers will save the magazine and reread it
- 73 % read the magazine fairly closely, including several articles
- 82 % find Koneviesti's advertisements useful
- 56 % of the subscribers are entrepreneurs
- 61 % of readers prefer well-known brands
- Readers also have a positive attitude towards advertising in their own professional magazine.

Sources: NRS autumn 2017/spring 2018, TNS Gallup Elintarviketieto, Koneviesti reader surveys 2016 / IRO-Research Oy

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Advertisement Sizes and Rates

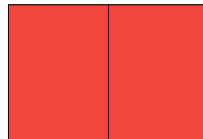
Inside margins

Until cuttings

Double spread
420 x 275 mm

450 x 300 mm

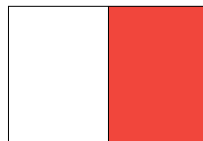
EUR 6,990



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

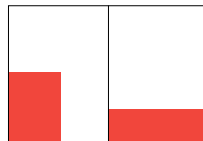
EUR 2,280



1/4 page, vertical
95 x 130 mm

110 x 140 mm

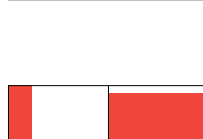
EUR 1,240



1/4 page, horizontal
195 x 65 mm

225 x 80 mm

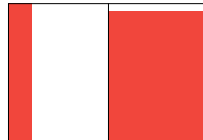
EUR 1,240



1/4 page, vertical (high)
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.
Current VAT will be added to the prices. Subject to change.

For further information:

www.koneviesti.fi/palvelut/mediamyynti/ilmoitushinnat-ja-aineistot

Advertisement after the text

Material width 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

black & white	cmm	EUR 2.50
4-colour		EUR 3.00
Annual advertisement		
black & white		EUR 2.00
4-colour		EUR 2.50
Line advertisement		EUR 6.00 / line
Specified position surcharge		+15 %

Material information

Material address

E-mail (max. 10 MB):

aineistot@koneviesti.fi

Data transfer (over 10 MB)

Owncloud file service.

Please contact: aineistot@koneviesti.fi,

Tel. +358 20 413 2471

Technical information

Printing area

width 225 mm, height 300 mm

PDF 1:1

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. Please include the sender's contact details in the message.

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.

Issues and Themes 2019

Issue	Themes
1 Published Material 20/12/2018	10/1 Data processing, automation and positioning systems in agriculture, construction and forestry. The latest engine technology.
2 Published Material	31/1 11/1 Transportation and loading Bioenergy 1
3 Published Material	21/2 1/2 Farm tractors Rental machinery
4 Published Material	14/3 22/2 Service and repair tips Field machinery, SIMA exhibition new products
5 Published Material	28/3 8/3 Heavy construction machinery 1. Cultivation, plant protection and fertilization
6 Published Material	17/4 29/3 Tires: tractors, heavy machinery, transportation Bioenergy 2, Powerforest exhibition
7 Published Material	16/5 26/4 Power equipment (lawn mowers etc.) Bauma exhibition
8 Published Material	29/5 10/5 Heavy forest machinery 1 Used Machines, Agricultural facilities and constructing, building automation
9 Published Material	19/6 31/5 OKRA Exhibition Construction and renovation
10 Published Aineisto	18/7 28/6 Summer Special OKRA exhibition
11 Published Material	14/8 26/7 Landscaping Lepaa exhibition, Bioenergy 3
12 Published Material	29/8 9/8 Special issue for contractors and entrepreneurs, transportation Maxpo exhibition
13 Published Material	19/9 30/8 Grassland machinery Winter maintenance of roads
14 Published Material	7/10 20/9 Cultivation and seeding machinery KoneAgria exhibition
15 Published Material	24/10 4/10 Heavy forest machinery 2. Harvesting and Combine Harvesters, Agritechnica exhibition
16 Published Material	14/11 25/10 Heavy construction machinery 2. Used Machines
17 Published Material	5/12 15/11 Agritechnica exhibition Building lighting, worklights
18 Published Material	12/12 22/11 Vintage tractors and machinery Spare parts and accessories for old machines

Online advertising koneviesti.fi

Koneviesti has a strong online presence. Bring your ad to a media environment where it works: Koneviesti.fi is the most reputable media for machinery professionals, where accurately targeted content complements the printed magazine f.ex. with videos and with the KV Konevertailu comparing tool for machines. The site visitors respond positively to advertising targeted for them – and they've really got THE purchasing power.

Sizes and rates

Giant Panorama

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



Panorama

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



Giant Rectangle

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



Sticky

160 x 600 px / 300 x 300 px
max. 40 kB (HTML5 80 kB)
price CPM * EUR 26



Sales frame*

150 x 200 px
max. 20 kB (HTML5 40 kB)
price EUR 450/week, including production
*Advertising is shown only on the koneviesti.fi front page



Special solutions

Half page

620 x 891 px / scalable
max. 80 kB (HTML5 200 kB)
price CPM * EUR 32



Vertical Parade

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



Wallpaper i.e. a background picture of the page

Giant Panorama + background 1920 x 1080 px
max 180 kB (HTML5 100 kB + 200 kB)
price CPM * EUR 46

Only shown in the koneviesti.fi front page in the desktop view.
Repetitions restricted, i.e. 2 displays to the same user/browser.



*CPM (Cost Per Mille) = cost per 1,000 impressions



Required materials for each individual content element

- 1–2 images (670 x 445 px)/and a video, if desired (Youtube/Vimeo)
- Title, max. 100 characters
- Caption and the actual advertising text, max 3,000 characters in total
- The advertising text may include a link to an external page, which opens in a new tab.

Video advertising

Instructions for video advertising:

- Preroll video before editorial content
- Length max. 20 sec, preferably under 15 sec.
- Sold by the week at EUR 650 + VAT
- A week's dominance includes all videos published during the week on Koneviesti, MT and Aarre websites (1–3 videos per week)
- Material (under 10 MB) must be delivered three weekdays before campaign launch to:

verkkoaineistot@viestilehdet.fi

Video Parade

980 x 400 px / 980 x 400 px /
300 x 300 px

length max. 20 sec. / max. 10–12 MB
price CPM * EUR 42

Please do not hesitate to ask us about special solutions.

RON (Run-Of-Network)

RON campaign will be run in the desired ad spot throughout the whole Viestilehdet ad network.

The ad network includes koneviesti.fi, MT.FI, and aarrelehti.fi.

Viestilehdet RON / CPM prices

Giant Panorama / CPM * EUR 27

Panorama / CPM * EUR 18

Skyscraper / CPM * EUR 18

Giant Rectangle / CPM * EUR 13.50

Native advertising EUR 2 200 / week

Audience targeting

Audience targeting targets more closely. We provide versatile advertising solutions for reaching the right target audience. You can choose the best options for your needs and target your message in the best way possible.

We provide targeted advertising via the Enreach Audience tool. The Enreach tool targets advertising e.g. according to gender, age, professional status, education, income, housing situation and consumption patterns. In addition, you may choose different areas of interest. The information is based on the consumer's browser usage. You can choose one or more areas of interest and target your message to that specific target audience. Target audiences are e.g. people interested in wilderness, agriculture or motor vehicles.

Native advertising koneviesti.fi

Native advertising in the right environment is a powerful way to speak directly to your target audience. Images, videos, text, a catchy title and a link will go a long way.

Koneviesti Native Large:

EUR 2,200 /week

Koneviesti Native Small:

EUR 1,500 / week

Or on the whole RON network of Viestilehdet for the same price.

We are happy to serve you also in matters related to content production. Production costs vary according to how the advertising is implemented.

Instructions for materials

Banners can be delivered as image files (png, gif and jpg) or in the HTML5 format. Rich Media solutions must be agreed in advance. We follow the online and mobile advertising standards of IAB Finland in our instructions. All materials and possible monitoring pixels must be https-compatible.

Ready made materials must be sent by e-mail 2 weekdays (special advertising formats 4 weekdays) before the start of the campaign to:

verkkoaineistot@viestilehdet.fi.

The message must detail the name of the advertiser, the campaign period, the place of advertising (which online service, which advertisement format) and the URL for the advertisement. The advertisements will be made visible on the first campaign day by 10 a.m. Viestilehdet does not guarantee that the campaign starts at the desired time if the materials supplied do not meet the requirements, are delivered late, contain technical errors or questionable content.

Subject to change.

Current VAT will be added to the prices.

Further information:

Lila Lyyra

lila.lyyra@viestilehdet.fi

Tel. +358 20 413 2576