

koneviesti

**Mediabook
2022**

70
YEARS



Crossmedia for the machine industry

Of Koneviesti readers...

56 % are entrepreneurs

81 %
keep the magazine

The renewed Koneviesti- magazine celebrates its 70 years anniversary and continues its journey stronger than ever as the true pro magazine about farming-, forestry- and contracting machinery. New fresh and modern lay out and well planned content offer the advertizers more attracting marketing platform than before. 18 issues a year together with koneviesti and traktorpool.fi- sites forms a versatile cross media- entirety.

THE RENEWED KONEVIESTI CELEBRATES ITS 70TH ANNIVERSARY!

- New, fresh and modern lay out
- More versatile content
- Growing amount of readers 150 000 (KMT 2021)
- Koneviesti has been published since 1952



Total reach
181 000 readers (KMT 2021)



*Crossmedia is an entirety containing a variety of media solutions for advertisers to efficiently and diversely reach its clientele.

TRAKTORPOOL.FI- USED MACHINERY SITE

- More than 230 000 used machines
- In 25 different countries
- More than two million users per month
- Close co-operation with Koneviesti

KONEVIESTI.FI

Picks up where the printed magazine leaves off.

- Reaches over 20,000 machine professionals weekly
- Native advertising, display and video advertising offer effective means to reach visitors
- KV Machine comparison -section contain most machine groups with prices over the years
- Koneviesti's archive is very extensive even on the national level
- Additional materials contain videos and material unreleased elsewhere

Average reading
time

1 h 27 min



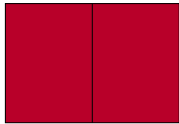
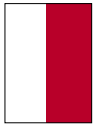
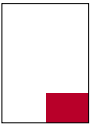
82 %

regard the advertisements
as being useful



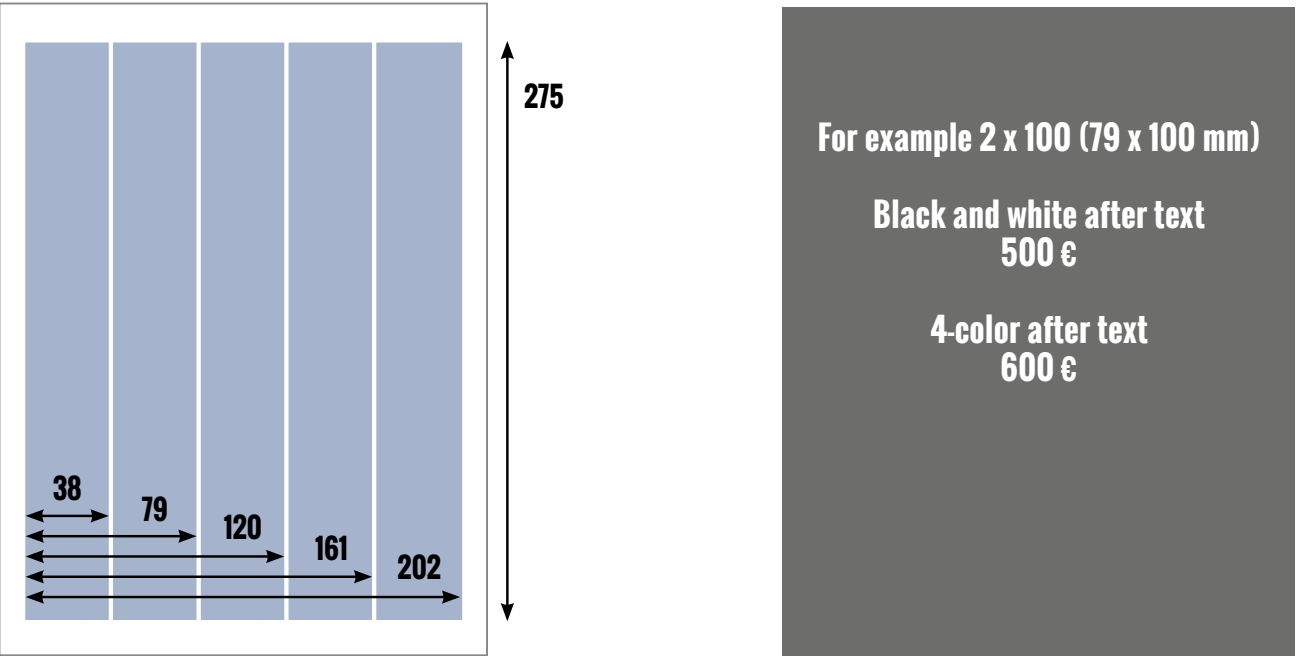
Advertisement sizes and rates

Modular sizes:

									
	Spread	1/1 page	1/2 page vertical	1/2 page horizontal	1/4 sivu corner	1/4 page horizontal	1/4 page vertical	1/8 page	Back page
Inside margins	420 x 275 mm	195 x 275 mm	95 x 275 mm	195 x 130 mm	95 x 130 mm	195 x 65 mm	45 x 275 mm	110x65 mm	
Until the edge	450 x 300 + 5 mm bleed	225 x 300 + 5 mm bleed	110 x 300 + 5 mm bleed	225 x 140 + 5 mm bleed	110 x 140 + 5 mm bleed	225 x 80 + 5 mm bleed	60 x 300 + 5 mm bleed		225 x 270 + 5 mm bleed
Price	6 990 €	(Full page) 3 990 € (2. & 3. page) 4 790 €	2 380 €	2 280 €	1 240 €	1 340 €	1 340 €	690 €	4 950 €

Advertisement after text:

Material widths after text



Advertisement rates cmm	Yearly announcement:	
b-w 2,50 €	b-w 2,00 €	Classified ads EUR 6 / line
4-color..... 3,00 €	4-color..... 2,50 €	Special Placements +15 %
Subject to change. Current VAT will be added to the prices.		

Delivery address for materials: aineistot@koneviesti.fi

Precise information can be found at: koneviesti.fi/palvelut/mediamyynti/ilmoitushinnat-ja-aineistot

Koneviesti schedule and themes

January	February	March	April	May	June	July	August	September	October	November	December
12.1. 1 material: 22.12.2021 Transport and loading, telehandler tesi. Sarka-exhibition 28.-29.1. Sjk.	2.2. 23.2. 2 3 material: 13.1. Service and maintenance Energy- ja bioenergy solutions. material: 3.2. Farm machines 1. Spring machines, harrows, fertilizing, sowing . Agritechnica-exhibition 27.2.-5.3.	16.3. 4 material: 24.2. Tractor issue Engine technics	6.4. 27.4. 5 6 material: 17.3. New technic, measuring, location, automation. tyres. Agritechnica-rerport material: 7.4. Construction machines 1. Farm machines 2. Summer machines and ja lawn machines Bioenergy. Maxpo-exhibition 5.-7.5.	11.5. 7 material: 21.4. Environment and road maintenance. Machines for animal husbandry. Manure handling. Elmia Wood 2.-4.6.	1.6. 22.6. 8 9 material: 12.5. Forest machines 1. Tractor ATVst. material: 26.5. Service and maintenance. Building. Farmari-exhibition 30.6.-2.7.	13.7. 10 material: 23.6. Summer extra. Trailers. Tyrest.	10.8. 29.8. 11 12 material: 21.7. Gree machines and real estate maintenance. Construction machines 2. Lepaa 11.-13.8. Power Truck 12.-13.8. Maaseutu- exhibition Nivala 19.-20.8. material: 11.8. Construcing in farming and forestryFinnMETKO 1.-3.9.	14.9. 13 material: 25.8. Forest machines 2. METKO-report Farm machines 3. Soil, fall cultivation and ploughing. Mansen Mörinät 23.-24.9. DLG Waldtage 9.-11.9	5.10. 26.10. 14 15 material: 15.9. 70th ANNIVERSARY Harvesting 1. Preparing for winter. Hki farming fair 13.-15.10. material: 6.10. Harvesting 2. Threshers. Service and maintenance. Bauma-exhibition 24.-30.10.	9.11. 30.11. 16 17 material: 20.10. construction machines 3. Bauma-repport. Road maintenance. Animal husbandry and forage material: 10.11. Forest machines 3. Farm building.	14.12. 18 material: 17.11. Weteran issue



Väinö Keto
Key Account Manager
vaino.keto@koneviesti.fi
+358 500 451 459



Jukka Mäkitalo
Sales Manager
jukka.makitalo@viestimedia.fi
+358 50 321 7812



Kari Niemelä
Sales Manager
kari.niemela@viestimedia.fi
0500 428 982



Hannu Toivonen
Sales Group Manager
hannu.toivonen@viestimedia.fi
+358 400 120 571



Sinikka Haverinen
Sales Manager
sinikka.haverinen@viestimedia.fi
+358 50 330 4677



Jussi Korkia-aho
Sales Manager
jussi.korkia-aho@viestimedia.fi
+358 400 580 121



Robert Kullström
Sales Director
robert.kullstrom@viestimedia.fi
+358 400 629 657

Sales Customer Service
p. +358 20 413 2321
aineistot@koneviesti.fi

Digital planning:
verkkoaineistot@viestimedia.fi



Anna-Liisa Vehkaoja
Sales Group Manager
anna-liisa.vehkaoja@viestimedia.fi
+358 40 729 1335



Viestimedia Oy is Finland's leading producer of content related to rural areas, forests and one-family housing. The main products of our publishing house are newspaper Maaseudun Tulevaisuus, magazines Suomela, Koneviesti and Aarre together with the websites MT.fi, suomela.fi, koneviesti.fi and aarrelehti.fi.

Simonkatu 6 | FI-00100 HELSINKI | +358 20 413 2100 | Since 1916