

# KONEPÖRSSI

MAGAZINE FOR CONSTRUCTION MACHINES AND COMMERCIAL VEHICLES



## Most read, well-known and valued

**Konepörssi has a strong reader ratio and it is the most read media in the industry.**

Accurately targeted distribution to the machinery and goods transport sector reaches the actors and decision-makers throughout the branch. Professional and timely content and an impressive number of interesting ads provide valuable and reliable information to support reader procurement decisions.

### Editorial calendar 2024

Issue	Theme / News / Events	Deadline	Publication
1	Property maintenance machines / <i>Winter Road Congress, The Landscape and Technology Expo</i>	8.1.	17.1.
2	Quarry and Mining industry machines / Rental, Leasing & Financing	1.2.	12.2.
3	Timber transport and Bioenergy	27.2.	8.3.
4	Mansen Mörinät 2024 -exhibition issue	20.3.	3.4.
5	Telehandlers and Forklifts / Thermotransportation	18.4.	29.4.
6	Loader Cranes / Green-area maintenance machines / Construction and forest industry trailers	14.5.	23.5.
7	<i>Power Truck Show, Tawastia Truck Weekend and Lepaa exhibitions</i>	6.6.	17.6.
8	FinnMetko 2024 exhibition issue / Lubricants	8.8.	19.8.
9	Stadin Mörinät 2024 exhibition issue / Recycling industry	5.9.	16.9.
10	Winter maintenance / Work lights / Workwear	3.10.	14.10.
11	Trailers / Superstructures / Personnel lifting	31.10.	11.11.
12	Crushing, breaking and screening	27.11.	9.12.

The holding of events and their dates are subject to change.

## Standard sizes and prices for magazine ads

Width x Height



**NOTE!**  
For front cover, full-page  
and 1/2 spread adverts:  
4 mm bleed + crop marks

**Front cover:** 5.390 €  
210 x 221 mm

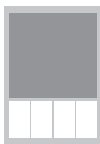


**Inner covers:**  
4.455 €  
210 x 297 mm

**1/1 page:** 3.949 €  
210 x 297 mm



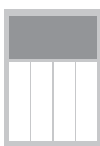
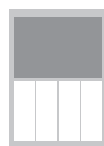
**2/1 spread:** 6.596 €  
420 x 297 mm



**3/4 page:** 3.461 €  
187 x 195 / 139 x 265 mm



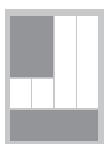
**1/2 page:** 2.867 €  
91 x 265 / 187 x 130 mm



**1/3 page:** 1.971 €  
187 x 90 / 91 x 180 mm



**1/4 page:** 1.541 €  
43 x 265 / 91 x 130 mm  
139 x 85 / 187 x 65 mm



**1/8 page:** 806 €  
91 x 65, 43 x 130 mm

**Selected locations costs 5% extra.**

**Advertising agencies given 15% discount** (prepared material).

All prices VAT 0%. We reserve the right to change prices.

## Technical data

Journal format	210 x 297 mm (A4)
Printing area	210 x 297 mm(+ 4 mm bleed + crop marks)
Binding	Adhesive binding ((gutter margin 10mm)
Column width	43 mm, columns 4
Line density	60 l/cm
Annual volume	43.

Print run	48.000 copies (on average)
Directed distribution	45.000 copies (on average)
Online magazine readers	6 000 (on average)
In addition, distribution of digital journals to a target group of professionals.	

## Material

Digital material: PDF (prepared for pre-press, size 1:1), CMYK colours (PSO LWC Improved), image resolution 300 dpi. maximum total area coverage 295 %.

Large files (over 20 Mb) through Dropbox or corresponding file distribution service. A link to a shared file sent to the magazine's e-mail address: koneporssi@koneporssi.com

## Editorial office

Visit address	Itäinen katu 11, 33210 Tampere, Finland
Mail address	PL 327, 33101 Tampere, Finland
Phone	+358 10 231 1713 (Billing and customer service)
E-mail	koneporssi@koneporssi.com
Website	koneporssi.com
ISSN	0359-209X
Company ID	0869290-2 Alma Media Suomi Oy
Home place	Helsinki

Our address register is maintained in accordance with our privacy policy.

## Editors

Jussi Lehtonen, editor in chief	+358 (0) 400 630 607
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E-mail

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Tapani Palo	+358 (0)50 517 8754
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## Inserts

**A printed magazine insert is an efficient and precise way of reaching the desired target group.**

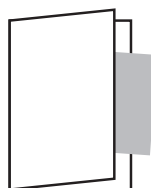
**In addition to the entire edition, the insert can be targeted even further according to certain criteria.**

If you combine a printed insert **with electronic distribution**, you can make sure that your message will reach its target audience. Magazine inserts can also be **mailed directly** using our address database. This enables you to focus on a specific target group with your printed material.

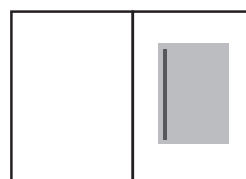
Entire edition price from 2 500 € + VAT.

We also have solutions for the manufacture and distribution of attachments and brochures. We are looking for the best option for your message on a customer basis.

### Magazine inserts can be



**Included as  
a loose insert**



**Attached with  
a drop of glue**



**Packaged in plastic  
with the journal**

Note: Always ensure, well in advance, that the product to be inserted is suitable for such use.

## Online ad formats

**Koneporssi.com news website meets all modern network advertising needs** and is also well suited as a platform for various native and content solutions.

Koneporssi.com ad viewability - how ads are seen - is high. The CTR (Click-through rate) of numerous online campaigns conducted has commendable levels. **The content of the machine exchange is of high quality, the visitors are engaged and the ads interests target groups.**

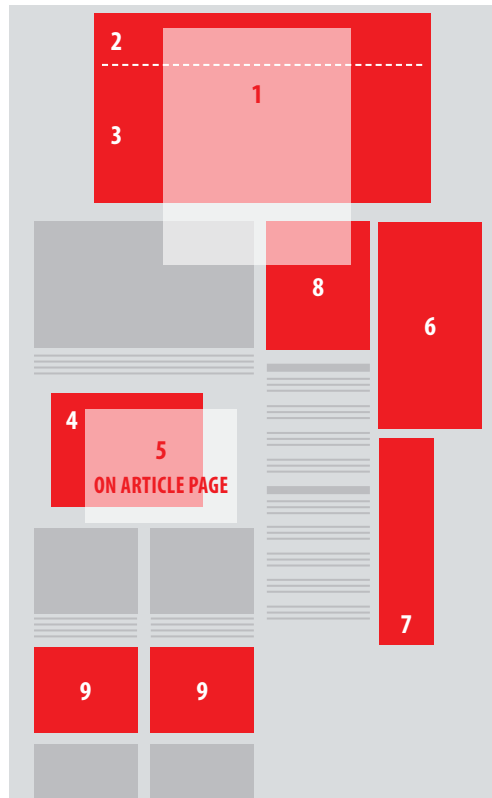
Ad inventory is limited, so we recommend booking a date for your campaign well in advance.

## Materials and guidelines

- Finished materials must be submitted no later than 3 full business days before the start of the campaign. Materials to be produced must be delivered 5 full business days prior to the start of the campaign.
- Ads can be submitted as an image (jpg, gif, png & html5), or alternatively as a third-party tag. Front Page Control only as jpg, gif or png.
- The materials must also be accompanied with an URL to which the ad clicks will be directed. Each material can be provided with its own URL or tracking.

Ad format specific material instructions can be found at: <https://www.almamedia.fi/en/advertisers/guidelines-and-prices/>

## Online ad sizes and prices



All prices VAT 0%.

We reserve the right to change prices.

Ad placement (file size max)

D = Desktop, M = Mobile

CPM (= €/1000 views)

<b>1. Front page dominance</b>	<b>68 €</b>
D 600x700px (200 kb)	
M 600x700px (200 kb)	
<b>2. Maxi parade</b>	<b>62 €</b>
D 980x552px (200 kb)	
M 300x431px (100 kb)	
<b>3. Parade</b>	<b>58 €</b>
D 980x400px (200 kb)	
M 300x300px (100 kb)	
<b>4. Triple box front page</b>	<b>50 €</b>
D 468x400px (100 kb)	
M 300x600px (100 kb)	
<b>5. Triple box article page</b>	<b>50 €</b>
D 468x400px (100 kb)	
M 300x600px (100 kb)	
<b>6. Billboard</b>	<b>38 €</b>
D 300x600px (100 kb)	
M 300x300px (100 kb)	
<b>7. Extended skyscraper</b>	<b>32 €</b>
D 160x600px (100 kb)	
<b>8. Sponsored box</b>	<b>41 €</b>
D 300x300px (100 kb)	
M 300x431px (100 kb)	
<b>9. Box</b>	<b>32 €</b>
D 300x250px (100 kb)	
M 300x250px (100 kb)	

Sizes: width x height

## Newsletters

Konepörssi Newsletter is a hotspot for your promotional message, where you can take advantage of visibility and, if necessary, playback for a highly targeted active target group of professionals. The content of newsletters is professionally produced and always current. The newsletter appears twice a week. Our newsletter registry is maintained in accordance with the privacy settings. There are more than 12,000 recipients on our register.

### Advertising

Ad placement: Panorama 600x600px. Format: JPG, GIF  
The advertisement can direct to your homepage or a product catalog, for example.

Price: 400 € / newsletter, or 900 € / 3 newsletters.

VAT is added to the prices. We reserve the right to price changes.

## Newsletter ad placements



**1 800+**

Knowledgeable and timely news releases (2022)



**30 000+**

Machinery and transport equipment assortment in the printed journal (2022)



**200 000+**

Readers in print magazine and website



**12 000+**

E-newsletter subscribers



**120 000+**

News readings online on a month



**12 400+**

YouTube channel subscribers



**30 000+**

Followers on social media channels

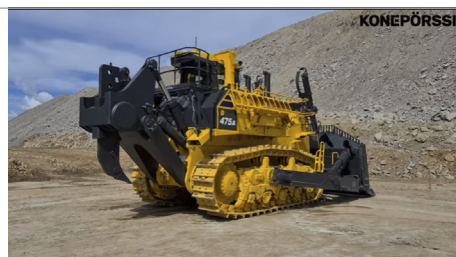


## We provide content also straight to the customer!

We will provide You professionally produced texts, pictures and videos for Your own use.

You can also use all Konepörssi's media channels to share  
Your information quickly and effectively to the right target groups.

Please ask for an offer from our sales representatives!



**Komatsu D475A-8 (120 t) world premiere at oil shale quarry in...**  
1,7 milj. katselukertaa 3 + muuta



Konepö... 12,4 t.

Tilaa



7,3 t.



Jaa



Lataa

Our YouTube-videos  
can reach  
millions of views.

**KONEPÖRSSI**  
**PROVIDEO**

The updates on our  
Facebook-channels  
reach quickly tens of  
thousands of views.

Versatile production and  
distribution to Konepörssi's  
media channels.  
Price from 2 300 €.



**Konepörssi**

4 pv ·

**Isolla Casella. Veijo Repo mättää  
kuormaa Savossa minkä ehtii  
uudella Case 1121G... Näytä lisää**



40,5 t. katselua



235

11 kommenttia 7 jakoa

**KONEPÖRSSI**

Uutiset Videot



**Simo Marttala Oy:n KOMA-yhdistelmä: Täsmäase  
sahatavarakuljetuksiin**



Suomen sanotaan elävän metsästä. Puusta jalostettu sahatarava onkin yksi merkittävimpiä vientituotteitamme, ja sitä kuljetetaan joka päivä satoja yhdistelmäkuormia sahailta satamiin ja tietty myös kotimaisille käyttäjille. Pihtiputaalisella **Simo Marttalla** on pitkä kokemus sahataravan kuljettamisesta, eikä hän uutta yhdistelmää hankkiessaan tyytynyt tavanomaisiin ratkaisuihin.

Moni lukija muistaa varmasti sahataravan kuljetuksesta ajan, jolloin muutama nippu lauttaa tai lankkua nostettiin auton lavalle, ja lähdettiin multa mutkitta liikenteeseen. Parhaimmillaan lavan reunassa oli tolpat, jotka yhdistettiin karhuketjulla kuorman yli toisiinsa ja saatiin aikaan kuormansidonta. Peittämistäkin ei nähty tarpeelliseksi.

Professionally produced  
news are read online  
and in printed media.

**KONEPÖRSSI**  
**PROSISÄLTÖ**

We produce content  
from all the major  
events in our branches.

Eventvideos  
to social media channels  
from 400 €.



Konepörssi's media channels high coverage and the professional skill level of our journalists enable the best results in the marketing of construction machines and commercial vehicles.