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.
Konepörssi reaches operators and decision-makers in the freight transport and heavy machinery sectors. Precisely targeted distribution, versatile online platforms, and social media channels offer reliable and professional information to support procurement decisions. In addition to expert articles, product presentations, and new product and news releases, advertising from commercial and manufacturing operators in the field constitutes a significant part of Konepörssi's content.

Editorial calendar 2026

Issue	Theme / News / *Events*	Deadline	Publication
1	Property maintenance / Kuopion Konepäivät, Talvitiepäivät and Viherpäivät exhibitions	5.1.	15.1.
2	Rental, Leasing & Financing / Seinäjoen Konepäivät exhibition	30.1.	11.2.
3	Telehandlers, Forklifts, Installation and Loader Cranes / Konekaupan Villi Länsi exh	27.2.	11.3.
4	Mansen Mörinät 2024 -exhibition issue / Telakonepäivät 2026	23.3.	7.4.
5	Timber transport and Bioenergy / Oulun Oikiat Konepäivät exhibition	21.4.	30.4.
6	Green-area maintenance machines / Green-area transport	13.5.	25.5.
7	Long Summer Issue / Power Truck Show and Lepaa exhibitions	9.6.	22.6.
8	Metko 2026 exhibition issue / Lubricants	6.8.	17.8.
9	Stadin Mörinät 2026 exhibition issue / Winter maintenance and Rental	2.9.	14.9.
10	Recycling industry / FinnMateria 2026 exhibition	1.10.	12.10.
11	Trailers / Superstructures / Personnel lifting	29.10.	9.11.
12	Crushing, breaking and screening	26.11.	7.12.

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

Standard sizes and prices for magazine ads

Width x Height

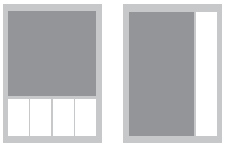
NOTE!
For front cover, full-page and 1/2 spread adverts: 4 mm bleed + crop marks

Inner covers:
4 455 €
210 x 297 mm

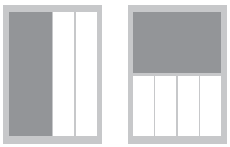
Front cover: 5 390 €
210 x 221 mm

1/1 page: 4 229 €
210 x 297 mm

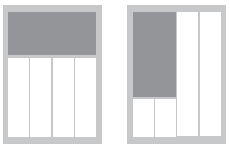
2/1 spread: 7 064 €
420 x 297 mm



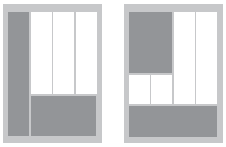
3/4 page: 3 706 €
187 x 195 / 139 x 265 mm



1/2 page: 3 070 €
91 x 265 / 187 x 130 mm



1/3 page: 2 110 €
187 x 90 / 91 x 180 mm



1/4 page: 1 650 €
43 x 265 / 91 x 130 mm
139 x 85 / 187 x 65 mm

1/8 page: 863 €
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.

Instructions for the creator of a print ads

koneporssi.com/instructions-for-the-creator-of-a-print-ads/

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	45.

Material

Digital material: PDF (prepared for pre-press, size 1:1), Adobe RGB (or 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

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

Accurately targeted distribution to the machinery and goods transport sector reaches the actors and decision-makers throughout the branch.

Konepörssi's distribution and media channels reach the following industries:
Freight transport, timber transport, civil engineering, landscape construction, property and road maintenance, quarrying and crushing operations, circular economy and demolition operations, vehicle and installation crane contractors, waste management, agricultural and forestry holdings, forest machine contracting, bioenergy contracting, public sector, rental companies and construction companies, industry, vocational training, the sector's manufacturing, commercial, and industrial operations, members of Infra ry.

200 000+
Readers in print magazine and website

120 000+
News readings online on a month

13 000+
YouTube channel subscribers

33 000+
Followers on social media channels

Distribution

Print run	46 000 copies (on average)
Directed distribution	43 000 copies (on average)
Online magazine readers	7 500 (on average)
E-newsletter subscribers	12 500 (on average)

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	0869288-1 Alma Media Finland Oy
Home place	Helsinki

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

Inserts

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

Magazine inserts can be
Included as a loose insert, attached with a drop of glue or packaged in plastic with the journal

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.

Entire edition price from 2 500 € + VAT.

Note: Always ensure 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.

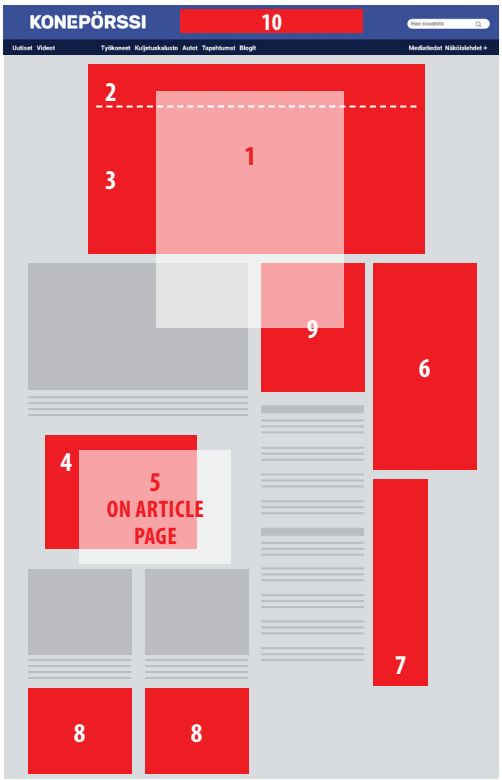
Koneporssi.com ad viewability - how ads are seen - is high. The CTR (Click-through rate) of numerous online campaigns conducted has commendable levels. **The content of the machine exchange is of high quality, the visitors are engaged and the ads interests target groups.**
Ad inventory is limited, so 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:
www.almamedia.fi/mainostajat/en/material-guidelines/material-instructions-for-display-advertising/

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)
Sizes: width x height

CLICK-THROUGH RATE ADS:

1. Front page dominance 70 €
D 600x700px (300 kb)
M 600x700px (300 kb)

2. Maxi parade 65 €
D 980x552px (300 kb)
M 300x431px (300 kb)

3. Parade 62 €
D 980x400px (300 kb)
M 300x300px (300 kb)

4. Triple box front page 55 €
D 468x400px (300 kb)
M 300x600px (300 kb)

5. Triple box article page 55 €
D 468x400px (300 kb)
M 300x600px (300 kb)

6. Billboard 40 €
D 300x600px (300 kb)
M 300x300px (300 kb)

7. Extended skyscraper 34 €
D 160x600px (300 kb)

8. Box 35 €
D 300x250px (300 kb)
M 300x250px (300 kb)

TIME-BASED AD:

9. Tip of the week week, 690 €
D 316x454px (300 kb)
M 316x454px (300 kb)
Will be visible on each screen.

10. Title bar week, 390 €
D 468x60px (200kb)
M 468x60px (200kb)
Will be visible on each screen.

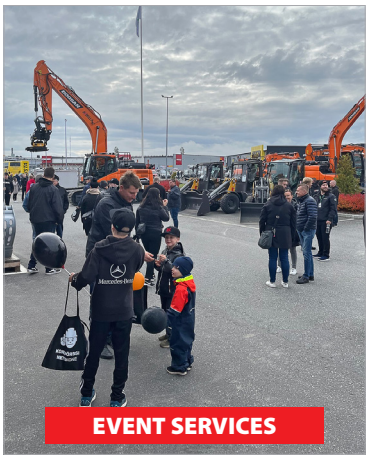
Newsletters

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. File size max 250 Kb.
The advertisement can direct to your homepage or a product catalog, for example.
Price: 350 € / newsletter, or 700 € / 3 newsletters.
VAT is added to the prices. We reserve the right to price changes.

12 000+
E-newsletter subscribers

Newsletter ad placements



MANSEN MÖRINÄT 17.-18.4.2026

STADIN MÖRINÄT 24.-25.9.2026

We are involved in organizing Mansen Mörinät 17.-18.4.2026 and Stadin Mörinät 24.-25.9.2026 events. We are responsible for the marketing of both events, and we maintain event websites and social media channels.

Mansen Mörinät -event was held first time in 2002 and Stadin Mörinät in 2023. Mansen Mörinät is the Finland's largest machine day-event with more than 15,000 visitors. There are more than 60 companies organizing the event each year, and in total more than 200 firms are presenting their products at the event.

In addition to this, we are also involved in many other regional machine day-events as the operator responsible for marketing.

Wide visibility and good attention value with native text production

A native text article (a commercial article written in the form of a magazine story) produced by Konepörssi's media services is the right solution when you want to present your products and/or services to a targeted and large audience.

The native text project is always implemented in cooperation with the customer, utilizing the expertise of our editorial team. The attention value of native text articles is good, and they gain visibility on many different channels and reach the target audience better and more comprehensively.

The published material of the native text article is always approved by the subscriber. The article is laid out in our printed magazine as agreed, for example according to the client company's own graphic image.

The subscriber also gets the produced texts, photos and videos for his own free use.

The native articles are published as agreed in Konepörssi's printed magazine, website, social media channels and newsletter.

Guaranteed visibility in an effective way

Sweroc ja Leica Geosystems Oy yhteistyössä kehittämässä

Koneohjausta avolouhinnassa

Lietekuljetuksia VM Tarmin kalustolla

Case – Leica Geosystems Oy

"We produced three videos and two text articles with Konepörssi. We are very satisfied with the final result - videos and articles enable an efficient way to offer our customers interesting content and to increase visibility and recognition on different channels.
I highly recommend this solution to all companies that want to reach and engage their target group in multi-channel marketing environment."

Filippa Savolainen, marketing manager, Leica Geosystems Oy

Case – VM Tarm/Kuljetus Tero Liukas Oy

"Konepörssi produced a magazine article and a presentation video about the VM Tarm slurry driving equipment we use. Despite the long schedule adjustment, (the slurry spreading event was dependent on the farmers' schedule and weather conditions) the production was finalized successfully.
A short video clip about the matter gathered hundreds of thousands of viewers at a fast pace in Konepörssi's Facebook page. In a month we had more than 650,000 views. I can honestly say that the visibility is guaranteed with Konepörssi."

Tero Liukas, Transportation Tero Liukas Oy