

# Media information 2009



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In the course of years Koneviesti has established its position as the biggest and most esteemed trade journal specializing in machinery used in agriculture, forestry and earth moving.

The journal focuses on both comparative group introductions of machines and comparisons made by the journal itself and practical tests run by it.

Koneviesti has a wide readership including agricultural, forest and soil moving machine entrepreneurs as well as employees and companies within the industry, service, spare part sector and counselling of these lines. Machinery and equipment used in transport engineering, municipal engineering, real estate maintenance and leisure time are also emphasized in the content of the journal. Koneviesti is a member of the Finnish Periodical Publishers' Association.

*The content of Koneviesti is state-of-the art information on machinery, in connection with which advertisements get high attention value. An advertisement in Koneviesti works like production line. It yields results. Please, contact us.*



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Key Account Manager  
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Riitta Laine

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## Publication - and material dates

No	publication date	prepared material
1	January 15	December 22
2	February 5	January 15
3	February 19	January 29
4	March 12	February 19
5	April 2	March 12
6	April 23	April 2
7	May 7	April 16
8	May 28	May 7
9	June 16	May 26
10	July 9	June 18
11	August 6	July 16
12	August 27	August 6
13	September 17	August 27
14	October 8	September 17
15	October 29	October 8
16	November 12	October 22
17	December 3	November 12
18	December 17	Special issue (no ads)

## Reservations and cancellations

Reservations for 4-colour advertisements and advertisement cancellations should be made 3 weeks prior to the publication date

## Circulation and readership

Circulation 34 269  
(Finnish Audit Bureau of Circulations 2007)  
Readership 235 000  
(national Readership Survey autumn 2007 spring 2008)

## Technical information

Printing area 1/1 page width 225 mm  
height 300 mm  
Screen ruling 300 dpi  
Printing method offset rotation  
Colours 4-colour series

## Inserts and separate editions

Please contact Riitta Laine  
+358 20 413 2289  
[riitta.laine@koneviesti.fi](mailto:riitta.laine@koneviesti.fi)

# Advertisement sizes and rates 2009

	4-colour	b & w	
Double spread: 450 mm x 300 mm (+ 3 mm bleed)	5 139 e		
1/1 page second cover third cover 225 mm x 300 mm (+ 3 mm bleed)	3 548 e 3 875 e 3 744 e	2 833 e	
1/2 pages, tall 95 mm x 255 mm or 110 mm x 300 mm (+ 3 mm bleed)	1 950 e	1 557 e	
1/2 pages, wide 195 mm x 125 mm or 225 mm x 140 mm (+ 3 mm bleed)	1 950 e	1 557 e	
1/4 pages, tall 95 mm x 125 mm or 110 mm x 140 mm (+ 3 mm bleed)	1 070 e	857 e	
1/4 sivua, wide 195 mm x 60 mm or 225 mm x 80 mm (+ 3 mm bleed)	1 070 e	857 e	
back cover 225 mm x 270 mm (+ 3 mm bleed at sizes and bottom)	3 631 e		

## Advertisements after text

Material dimensions after text:

1 column	38 mm	4 column	160 mm
2 column	80 mm	5 column	200 mm
3 column	119 mm		

prices:	b/w	4-colours
column cmm	1,70 e	2,55 e
annual cmm	1,17 e	1,81 e

Prices are exclusive of tax, and value-added tax will be added to them upon invoicing.

Additional publishing expenses incurred as a result of the implementation of laws, statutes or actions undertaken by the relevant authorities will increase prices correspondingly from the date such regulation comes into effect.

The advertising agency commission is 15%, with the exception of serial and annual advertisements.

The serial advertisement discount for advertisements placed after text is 24% for a minimum of six successive repeats or 15% for a minimum of three successive repeats.

Following the first appearance of the advertisement in text, a 20% discount will be granted for subsequent repeats.

The advertising agency commission for repeat advertisement granted a discount will be calculated on the basis of the reduced prices.

## Magazine publisher

Address Viestilehdet Oy  
(Employer code  
0111165-0)  
P.O. Box 440  
FI-00101 Helsinki  
Telephone + 358 20 413 2110  
Telefax + 358 20 413 2233  
Managing Director Heikki Laurinen  
Editor Uolevi Oristo  
E-mail firstname.lastname@  
koneviesti.fi

## Advertising sales and marketing

Marketing Director  
Advertising and circulation marketing  
Olli Kantola  
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Single Copy Sales  
Simonkatu 6  
FI-00100 Helsinki, Finland  
+ 358 20 413 2110

Payment details  
Viestilehdet Oy  
Helsingin OP Pankki 572302-2406222  
Nordea Pankki 101030-1007384  
Sampo Pankki 800016-63128

## Digital advertisement material

The following PC-programmes are recommended:  
Freehand, Photoshop, InDesign, Pagemaker, Illustrator,  
Corel Draw

### Colours

Only CMYK (cyan, magenta, yellow, black)  
processing colours of the 4-colour series are used.  
The colours are specified in composition percentages.

### Images, logos

Always submitted as original files saved on diskettes  
or CD's. The images and graphics submitted in  
conjunction with the material are to be in CMYK colour  
format and saved either in TIFF or EPS format. Do not  
use DCS modes when submitting EPS images.

Always include appropriate reference information  
when submitting JPEG images. The resolution  
for scanned images is 300 dpi when the material is  
on the scale of 1/1.

### Font, types

Adobe Fontfolio 9.0 font types are recommended.  
In case you wish to use other font types, they are to  
be converted to graphic format. Do not use electronic  
font editing or True Type fonts. PDF files: font types  
are to be included.

### Note! EPS and PDF

No changes will be made to the files submitted  
in these formats. Should any changes or revisions  
be made to the advertisement, the client is to submit  
the new material.

Testing is conducted prior to the first advertisement.

### Page proofs and reference information

Material submitted in digital format is to be  
accompanied by an analogous paper proof as well as  
reference information indicating the programme  
ad font types used.

### File packing

Do not use any file packing program

### Material address (PDF files)

aineistot@koneviesti.fi

### Complaints

In writing and within 14 days following the publication  
date of the magazine. The responsibility of the maga-  
zine of errors is limited to the advertisement rate.

### ©Koneviesti

All rights reserved. No part of the publication may  
be copied in any form or by any means without  
the prior consent of the publisher.

**235 000 provincial entrepreneurs with purchasing power**

(national Readership Survey autumn 2007 spring 2008)

**Circulation of the journal 34 269** (Finnish Audit Bureau of Circulations 2007)

***koneviesti***