

PROFESSIONALS READ IT BECAUSE OF THE BENEFITS

*kone***viesti**

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koneviesti

Professionals read it because of the benefits



Koneviesti has been the most important source of reliable information for Finnish farmers and contractors for almost 59 years. Today it has about 200 000 readers from countryside to cities. Most of them are men who use their machines to make their living and all of them desire to get more information about the machines, the technique inside of them and the best practices to utilize them. They read their Koneviesti because of the benefits.

With 18 yearly issues and average 130 pages each, Koneviesti makes huge stream of information for everyone who is interested about earthmoving, forestry or farming machines and equipment. The great deal of recreational vehicles, like UTV's and snowmobiles are used by professionals today and therefore they are the increasing part of our magazine as well. Most of our readers are interested in all of these segments so it's natural to give them all in one package – the Koneviesti.

In Koneviesti your advertisement is in right context supported by the articles for the same target group, your customers. Your ad is the missing part of the puzzle. Place it where it belongs - to Koneviesti!

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Circulation and readership

Circulation 33 531
(Finnish Audit Bureau of Circulations 2009)
Readership 191 000
(National Readership Survey autumn 2009 spring 2010)

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

Insert and separate editions

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Material address

E-mail aineistot@koneviesti.fi (Pdf-files)

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.

File packing

Do not use any file packing program.

Complaints

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

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Advertisement sizes and rates 2011

	4-colour	
Double spread: 450 x 300 mm + 3 mm:n bleed	5 260 e	
1/1 page second cover third cover 225 x 300 mm + 3 mm:n bleed	3 640 e 3 970 e 3 730 e	
1/2 pages, tall 95 x 255 mm or 110 x 300 mm + 3 mm:n bleed 1/2 pages, wide 195 x 125 or 225 x 140 mm + 3 mm:n bleed	1 990 e	
1/4 pages, tall 95 x 125 mm or 110 x 140 mm + 3 mm:n bleed 1/4 pages, wide 195 x 60 mm or 225 x 80 mm + 3 mm:n bleed	1 100 e	
back cover 225 x 270 mm + 3 mm:n bleed	3 820 e	

The certain position of inside pages increases the rate 5 %.

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

Publication - and material dates 2011

Issue + theme issue	Publishing	Material	Special Theme
1	13.1.	22.12.	Grain-growing methods. Service and repair tips
2 + BioEnergy 1	3.2.	14.1.	Road maintenance
3 + Construction	24.2.	4.2.	Environment friendly farming, self propelled equipment
4	17.3.	25.2.	Tractor test report 2011
5 + BioEnergy 2	31.3.	11.3.	Transportation, hauling and loading
6 + Heavy Machinery1	20.4.	1.4.	Measuring, positioning and surveillance
7	19.5.	29.4.	ATV, UTV, chainsaw and clearing saw
8 + BioEnergy 3	9.6.	20.5.	Fallow and green land management
9	22.6.	3.6.	Summer special, Trucks, vans and trailers
10	14.7.	23.6.	Pressure washers
11	10.8.	22.7.	Mini and midi excavators, Timber haulage
12 + BioEnergy 4 + Heavy Machinery 2	1.9.	12.8.	Prepare to winter
13	22.9.	2.9.	Wheel loaders, Forage special
14	13.10.	23.9.	Seeding and cultivation
15 + ATV and snowmobiles	3.11.	14.10.	Forage special 2
16	24.11.	4.11.	Crop harvesting machinery
17 + BioEnergy 6	8.12.	18.11.	Crop handling
18	15.12.	25.11.	Historic tractors and machinery

Theme issues

Feedback from our customers stated clearly that most of them wanted to get special subjects lifted up by concentrating them to special issues. As an answer to that call, last year we came out with the new products, theme issues inserted to Koneviesti. The reaction from our readers was encouraging and we will publish them in 2011 as well.

The first theme issue will be construction magazine Rakennuskoneviesti in February with the focus on farm and countryside building. Earthmoving and construction will be our theme in April and again in September on Raskaskoneviesti. In April we'll take a look for new equipment to come in 2011 and in September it is time to give our readers a preview for MAXPO 2011 exhibition held in Finland from 8th to 10th of September. Finally there will be the theme issue for snowmobiles and ATV's in 3rd of November.

24.2. RAKENNUSKONEVIESTI (Construction)

20.4. Raskaskoneviesti 1 (Heavy Machinery)

1.9. Raskaskoneviesti 2 (Heavy Machinery)

3.11. Maastokoneviesti (ATV and snowmobiles)



Inserts

Insert is the most efficient way to get your message thru exactly as you want to. We will take care of the distribution as you need it, for all our readers, some specific group of them, or we can provide extra coverage by local mail if necessary, you name it.

Insert in Koneviesti may be leaflet, customer magazine, DVD or what ever your campaign demands. Imagination is the only limitation. Please see the full instructions from our supplier's website www.actaprint.fi/en



Bio energy

Bio energy is one of the most promising business areas and its future growth is guaranteed by the regulations worldwide. Koneviesti works in close collaboration with one the most important Finnish institution in this business, the Puuenergia ry (Finnish Wood Energy Association). They have had their own magazine BioEnergia for their members since the association was established, with six issues yearly distributed for 5000 professionals in Finland. Koneviesti has published it as a part of the magazine for several years and it has become a valuable part of it.

So the circulation of BioEnergia –magazine is 5000 as a separate edition and 33 500 as a part of Koneviesti. This gives you full coverage of your potential customers in Finland. However, the October issue will be printed only as a separate edition, and it will go deeper in professional energy business.

There are special theme and a comparison table of related products in every BioEnergia, as stated below.



BIOENERGY -MAGAZINE 2011

- 1) 2.3.2011 Firewood choppers
- 2) 31.3.2011 Solid fuel boilers and stoker burners
- 3) 9.6.2011 Harvesting heads for energy wood
- 4) 1.9.2011 Chippers, crushers and stump lifting equipment
- 5) 13.10.2011 Heating plants and heating containers (separate edition only)
- 6) 8.12.2011 Wood pellet burners and integrated pellet boilers