

koneviesti

MEDIA CARD 2012

koneviesti

60

VUOTTA

Independent Technical Journal



SUOMEN KONEUSKOTTAVIN AMMATTILEHTI

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CIRCULATION AND READERSHIP

Circulation 33 002 (Finnish Audit Bureau of Circulations 2010)

Readership 182 000 (National Media Research, KMT Autumn 2010/Spring 2011)



EXHIBITIONS AND EVENTS IN 2012

Sarka, Seinäjoki	3.-4.2.	Power Truck Show, Härmä	10.-11.8.
Talvitiepäivät, Tampere	15.-16.2.	Lepaa, Hattula	16.-18.8.
Mansen Mörihät, Tampere	30.-31.3.	FinnMetko, Jämsä	30.8.-1.9.
Oikiat Konepäivät, Oulu	20.-21.4.	Rauta & Petrooli, Hyvinkää	8.-9.9.
Logistiikka - Kuljetus, Helsinki	9.-12.5.	Kone-Forum, Tampere	11.-13.10.
Okra-maatalousnäyttely, Oripää	4.-7.7.	KoneAgria, Jyväskylä	24.-27.10.
Weteraanikonepäivät, Oulainen	6.-8.7.	Kelekkamessut, Rovaniemi	3.-4.11.

For exhibitions and events in Finland and abroad please visit www.koneviesti/tapahtumat

www.koneviesti.fi

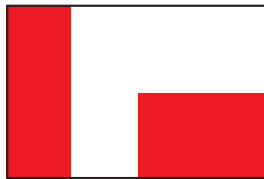
ADVERTISEMENT SIZES AND RATES



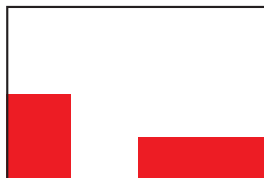
Double spread
450 mm x 300 mm 5 850 €



Flap of the spread
2 x 212 mm x 300 mm 3 490 €



1/1 page 3 650 €
2. cover 3 990 €
3. cover 3 990 €
225 mm x 300 mm



1/2 page, vertical 2 000 €
95 mm x 270 mm or 110 mm x 300 mm

1/2 page, horizontal
195 mm x 130 mm or 225 mm x 140 mm



1/4 page, vertical 1 100 €
95 mm x 130 mm or 110 mm x 140 mm

1/4 page, horizontal
195 mm x 65 mm or 225 mm x 80 mm

Back cover 4 090 €
225 mm x 270 mm

Please add 3 mm bleeds in all ads. Value added tax (23 %) is not included.

ADVERTISEMENT AFTER THE TEXT

Materials width dimension after the text

1 column	38 mm	4 columns	161 mm
2 columns	79 mm	5 columns	202 mm
3 columns	120 mm		

Advertisement rates/millimeter column

2,00 € (black and white) 2,65 € (4-colour)

Annual advertisement

1,50 € (black and white) 1,90 € (4-colour)

A certain position on inside pages increases the rate by 5 %.

TECHNICAL INFORMATION

Printing Area	width 225 mm, height 300 mm
PDF	1:1 size
Colours	CMYK
Resolution	300 dpi

MATERIAL FORMAT

1) PDF (Closed format)

The recommendable storage format for complete materials, which helps to avoid printing problems caused by differences in the hardware and/or software of the producer of the material and the printing house.

2) Document format

All photographs and logos to be included in the advertisement must be attached. This form requires compatibility of the software and fonts of the producer of the material. The document may be delivered: FreeHand, Illustrator, PageMaker, QuarkX-Press, Corel Draw, Photoshop.

Fonts

Adobe FontFolio 9.0 fonts are used. In case special fonts are used in the advertisement, they are to be converted into paths.

MATERIAL ADDRESS

E-mail (max 10 Mb):

aineistot@koneviesti.fi (pdf-files)

Data transfer (over 10 Mb):

ftp.koneviesti.fi

user name: ilmoitus

password: ilmoitus



SUOMEN KONEUSKOTTAVIN AMMATTILEHTI

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ISSUE	THEMES
1 publishing 12.1. material 22.12.	Grain-growing methods. Service and repair tips.
2 publishing 2.2. material 13.1.	Farm tractors 2012.
3 publishing 23.2. material 3.2.	Wood burners and boilers. Firewood processors. Bioenergy 1–2.
4 publishing 15.3. material 24.2.	Transportation, hauling and loading. Heavy machinery 1.
5 publishing 4.4. material 16.3.	Buildings.
6 publishing 26.4. material 5.4.	Measuring, positioning and control.
7 publishing 16.5. material 27.4.	Chainsaws and clearing saws. Riding mowers. Bioenergy 3.
8 publishing 7.6. material 18.5.	Mini and midi excavators under 8t. Off-road vehicles.
9 publishing 28.6. material 8.6.	Summer special. Vans and trailers. Hand tools.
10 publishing 2.8. material 13.7.	Mixer wagons. Small wheel loaders. On-farm feeding plants.
11 publishing 23.8. material 3.8.	Timber harvesting and haulage. Bioenergy 4. Heavy machinery 2.
12 publishing 13.9. material 24.8.	Excavators over 8t. Pressure washers.
13 publishing 4.10. material 14.9.	Prepare to winter. Forage harvesting 1.
14 publishing 18.10. material 28.9.	Seeding and cultivation.
15 publishing 8.11. material 19.10.	Forage harvesting 2. ATV and snowmobile.
16 publishing 22.11. material 2.11.	Crop harvesting machinery. Farm shop tools. Combine harvesters.
17 publishing 5.12. material 16.11.	Crop handling. Heating and ventilation of farm buildings and sheds. Bioenergy 6.
18 publishing 13.12. material 23.11.	Vintage tractors and machinery.