

# AJOLINJA 2017



TRUCK OF THE YEAR  
jury member



INTERNATIONAL PICK-UP AWARD  
jury member



VAN OF THE YEAR  
jury member

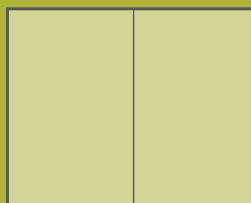


BUS OF THE YEAR  
jury member

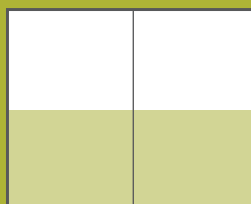
Publisher: **B Ventures Ltd**  
Nuijamiestentie 5A  
00400 Helsinki  
Tel. 09-547 621  
[www.boy.fi](http://www.boy.fi)

## ADVERTISING SIZES

2/1



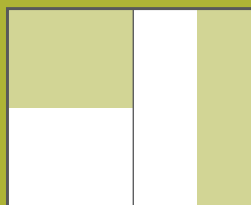
1/2 + 1/2



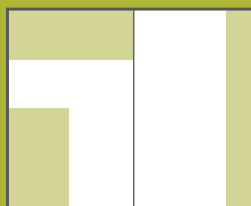
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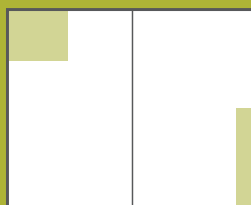
1/2



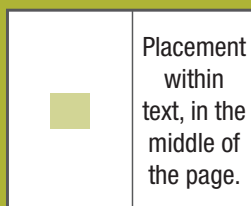
1/4



1/8



"Stamp"



VAT 24 %  
is added to all  
advertising rates.

## ADVERTISING RATES

2/1 page . . . . . **4 890 €**  
396 x 273 or 420 x 297\*

1/2 + 1/2 page . . . . . **3 490 €**  
396 x 134 or 420 x 146\*

1/1 page . . . . . **3 390 €**  
186 x 273 or 210 x 297\*

1/2 page . . . . . **2 040 €**  
Vertical: 91 x 273 or 103 x 297\*  
Horizontal: 186 x 134 or 210 x 146\*

1/4 page . . . . . **1 180 €**  
Vertical: 44 x 273 or 49 x 297\*  
Horizontal: 188 x 65 or 210 x 71\*  
Box: 91 x 134 or 103 x 146\*

1/8 page . . . . . **590 €**  
Vertical: 44 x 134 or 50 x 146\*  
Horizontal: 91 x 65 or 103 x 71\*

"Stamp" . . . . . **450 €**  
45 x 50

## COVER SPACES

Inside front cover . . . **3 990 €**  
186 x 273 or 210 x 297\*

Page 5 . . . . . **3 600 €**  
186 x 273 or 210 x 297\*

Cover III . . . . . **3 600 €**  
186 x 273 or 210 x 297\*

Backcover . . . . . **4 570 €**  
186 x 255 or 210 x 267\*  
*Please note the height!*

Frontcover . . . . . **6 800 €**  
Size is negotiated case-by-case.

Please add 5 mm bleed to sizes that are marked with a star.

## SUPPLEMENTS

The pricing of supplements or posters is negotiated case-by-case. Booking of supplements at least 2 weeks before magazine's publishing date.

## SALES CONTACT

**Tuija Sihvo**  
Tel. 040 455 1753  
E-mail. [tuija.sihvo@boy.fi](mailto:tuija.sihvo@boy.fi)

Ajolinja is Finland's only professional magazine for entrepreneurs and professionals in the field of transportation on the road.

Ajolinja is a specialised magazine for professional motorists and associated machines and vehicles within the profession. Ajolinja is an entertaining newsletter for traffic professionals and decision-makers.

Readers of Ajolinja influence experts in the area of transportation especially when it comes to decision-making of company purchases.

[WWW.AJOLINJA.FI](http://WWW.AJOLINJA.FI)



## PUBLICATION SCHEDULE 2017

Issue	Deadline	DoP	Theme & Supplements
01	31.01.	10.02.	Workplace safety
02	03.03.	15.03.	Special vehicles
03	31.03	12.04.	Tyres and maintenance
04	26.04.	10.05.	Jyväskylän Kuljetusmessut-exhibition
05/06	08.06.	21.06.	Power Truck Show 2017
07	17.08.	30.08.	MAXPO-exhibition, Trailers
08	14.09.	27.09.	Tyres and maintenance
09	18.10.	30.10.	Commercial vehicles
10	16.11.	29.11.	Education, Calendar 2018

## DIGITAL MATERIAL

Send all material as a single Adobe Acrobat PDF file. Produce your advertisement exactly according to the booked advertisement space. If you use any other file format than PDF, please contact the magazine beforehand. Colours should be defined according to CMYK process colours.

All finished advertisements in PDF-file format can be sent to:  
[aieisto@boy.fi](mailto:aieisto@boy.fi)

## SUBSCRIPTION RATES

Fixed term . . . **59,90 € / 12 month**  
Standing order . . . **84 € / 12 month**  
Single copy . . . . . **8,50 €**

In 2017 the magazine is published 10 times. The average circulation is 23 500 pcs.

Magazine size . . . . . **A4, 210 x 297**  
Printing area . . . . . **188 x 270**

## TARGET GROUP

- **Decision-making** persons of company purchases
- **Professional** drivers and their interest groups
- **Retailers** of car appliances and customising.
- **Car service** business and their contractors
- **Oil** companies and tyre business.
- **Corporate** vehicle purchasing managers and decision-makers.

## INVOICING

**Marjatta Lindberg**  
Tel. 040 059 9740  
E-mail. [marjatta.lindberg@boy.fi](mailto:marjatta.lindberg@boy.fi)

## CUSTOMER SERVICE

**Eija Hyypä**  
Tel. 09-547 621  
E-mail. [eija.hyypa@boy.fi](mailto:eija.hyypa@boy.fi)