



Ajolinja

- 38th volume
- 10 issues per year
- Average circulation 19 000 pcs
- Sold through newsstands

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

AJOLINJA is a specialised magazine for professional motorists and associated machines and vehicles within the profession. Ajolinja is an entertaining magazine 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



TRUCK OF THE YEAR



VAN OF THE YEAR



INTERNATIONAL PICK-UP AWARD



BUS OF THE YEAR



TRAILER INNOVATION

jury member

jury member

jury member

jury member

jury member

Publication schedule 2020

ISSUE	DEADLINE	DoP	THEME	ISSUE	DEADLINE	DoP	THEME
01	21.01.	31.01.	Equipment maintenance, Spare parts, Forestry	07	18.08.	28.08.	Metko -exhibition, logging
02	25.02.	06.03.	Tyres, insurance and financing	08	22.09.	02.10.	Tyres and lights
03	30.03.	09.04.	Special vehicles, Outfitting	09	27.10.	06.11.	Light transportation, Vans
04	24.04.	08.05.	Tools, dump trucks, drivers equipment	10	04.12.	16.12.	Education, storage halls
5-6	23.06.	03.07.	Power Truck Show 2020, delivery trucks				

Advertising rates 2020

2/1 page	[420 x 297 + 5 mm bleed]	3 060 €	COVER SPACES		
1/2 + 1/2 page	[420 x 146 + 5 mm bleed]	2 550 €	Backcover	[210 x 267 + 5 mm bleed]	2 960 €
1/1 page	[210 x 297 + 5 mm bleed]	2 470 €	Inside front cover	[210 x 297 + 5 mm bleed]	2 720 €
1/2 page	[V: 103 x 297, H: 210 x 146 + 5 mm bleed]	1 360 €	Cover III	[210 x 297 + 5 mm bleed]	2 720 €
1/4 page	[V: 103 x 146 / H: 210 x 71 + 5 mm bleed]	740 €	Page 5.	[210 x 297 + 5 mm bleed]	2 720 €
1/8 page	[V: 50 x 146 / H: 103 x 71 + 5 mm bleed]	390 €			

*Please note the height of the backcover!

VAT 24 % is added to all advertising rates. | Discount for advertising agencies: -15%. | In case of supplements or other creative solutions, please contact our media sales.

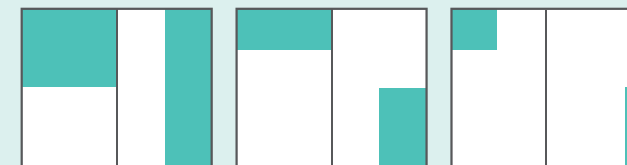
Advertising sizes



2/1

1/2 + 1/2

1/1



1/2

1/4

1/8

Digital material aineisto@boy.fi

Send all material as a single Adobe Acrobat PDF file. If you use any other file format than PDF, please contact the us beforehand. Colours should be defined according to CMYK process colours. Image resolution should be 300 dpi.

Sales contact

Martti Engman | +35844 776 8746 | martti.engman@boy.fi

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
- Corporate vehicle purchasing managers and decision-makers
- Oil companies and tyre business

Invoicing

Marjatta Lindberg | 040 059 9740 | marjatta.lindberg@boy.fi

Additional information

Magazine size: A4, 210 x 297

Place of printing: PunaMusta Oy, Joensuu

Publisher: B Ventures LTd, Nuijamiestentie 5A, 00400 Helsinki