



Auto tekniikka ja kuljetus is Finland's largest and Scandinavian's leading professional motoring and logistic magazine!

The magazine extensively reaches the decision-makers of transportation techniques, transportation finances as well as general finnish business life.

Auto tekniikka ja kuljetus tests trucks, buses, vans, passenger cars and corporate vehicles. The magazine is the primary organizer of the Arctic Test concept.

WWW.AUTOTEKNIikka.FI

PUBLICATION SCHEDULE 2017

Issue	Deadline	DoP	Theme & Supplements
01	17.01.	27.01.	Special Vehicles
02	28.02.	10.03.	Arctic Test 2017
03	28.03	07.04	Tyres and maintenance
04	02.05.	12.05.	Jyväskylän Kuljetusmessut-exhibition
05	06.06.	16.06.	Human transportation, Renting
06	21.08.	31.08.	MAXPO and LEPAA -exhibitions
07	12.09.	22.09.	Tyres, Commercial vehicles
08	10.10.	20.10.	Logging and wood handling
09	06.11.	17.11.	Harbours, International transport
10	11.12.	21.12.	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:
aaineisto@boy.fi

SUBSCRIPTION RATES

Fixed term69,90 € / 12 month
Standing order84 € / 12 month
Single copy8,50 €

In 2017 the magazine is published 10 times. The average circulation is 20 000 pcs.

Magazine sizeA4, 210 x 297
Printing area 188 x 270

TARGET GROUP

- **Company** directors and managers and contractors in transportation business.
- **Transport**, warehouse and purchasing managers.
- **Persons** responsible for commercial and industrial logistics and transportation.
- **Influential** persons within the community and officials.
- **Corporate** vehicle purchasing managers and decision-makers.
- **Oil** companies and tyre business.

INVOICING

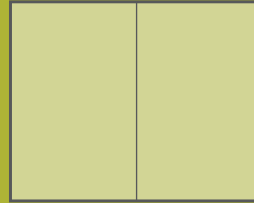
Marjatta Lindberg
Tel. 040 059 9740
E-mail. marjatta.lindberg@boy.fi

CUSTOMER SERVICE

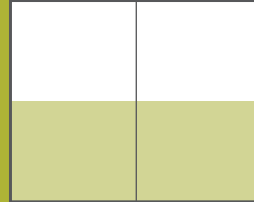
Eija Hyypä
Tel. 09-547 621
E-mail. eija.hyypa@boy.fi

ADVERTISING SIZES

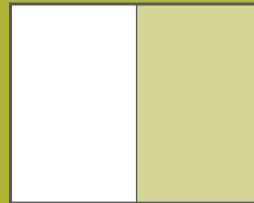
2/1



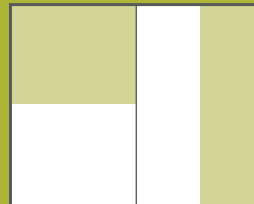
1/2 + 1/2



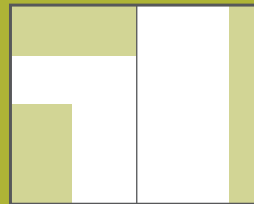
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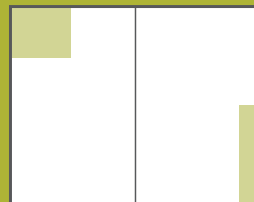
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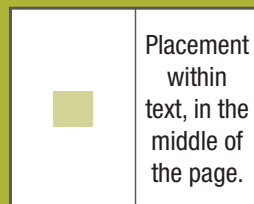
1/4



1/8



"Stamp"



Placement within text, in the middle of the page.

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

Internet box / year 595 €
43 x 20

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

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