

**3 000 KOULUTETTUA KULJETTAJAA**  
Pääkaupungin liikennesolmut / Suomen suurin autokoulu / ma: koulutus

**Auto tekniikka ja kuljetus**  
10 vuotta 2018

**Vety-Nikola Eurooppaan**

**SUOMEN VUODEN Kuorma- ja pakettiauto 2019**

**HÄRKÄMÄINEN G-SARJA**

Toyota Proace | Mercedes-Benz eCitaro | Iveco Daily | Irizar ie tram

# Auto, tekniikka ja kuljetus **40 years**

- 40th volume
- Average circulation 16 000 pcs
- 10 issues per year
- Sold through newsstands

1979 – 2019

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

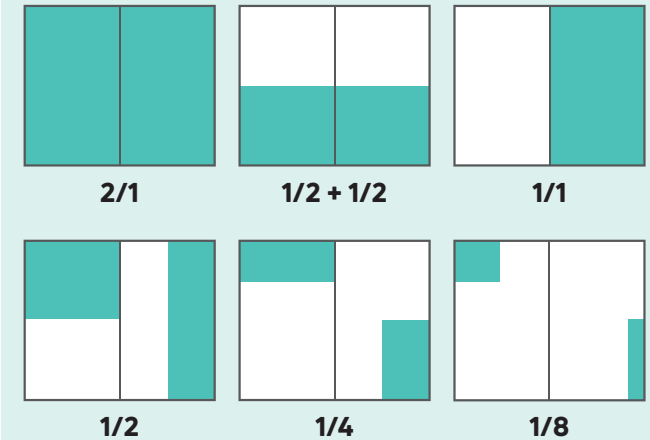
**THE MAGAZINE** extensively reaches the decision-makers of transportation techniques, transportation finances as well as general Finnish business life.

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

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



## Advertising sizes



## Digital material [aineisto@boy.fi](mailto: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

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## Target group

- Company directors and managers in transportation business
- Transport, warehouse and purchasing managers
- Persons associated 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

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## Additional information

**Magazine size:** A4, 210 x 297  
**Place of printing:** PunaMusta Oy, Joensuu  
**Publisher:** B Ventures LTd, Nuijamiestentie 5A, 00400 Helsinki

## Publication schedule 2019

ISSUE	DEADLINE	DoP	THEME	ISSUE	DEADLINE	DoP	THEME
01	22.01.	01.02.	Equipment maintenance	06	13.08.	23.08.	Maxpo -exhibition
02	05.03.	15.03	Arctic Test 2018, Tyres	07	10.09.	20.09.	Tyres
03	02.04.	12.04.	Fuels and alternative energy forms	08	08.10.	18.10.	Logging and wood transport, Trailers and cover structures
04	23.04.	06.05.	Transport-Logistics -exhibition	09	05.11.	15.11.	Harbours and int. transport
05	07.06.	19.06	Shop deliveries and storing	10	10.12.	20.12.	Education, Truck and Van of the year in Finland

## Advertising rates 2019

<b>2/1 page</b>	[420 x 297 + 5 mm bleed]	<b>3 600 €</b>	<b>COVER SPACES</b>		
<b>1/2 + 1/2 page</b>	[420 x 146 + 5 mm bleed]	<b>3 000 €</b>	<b>Backcover</b>	[210 x 267 + 5 mm bleed]	<b>3 480 €</b>
<b>1/1 page</b>	[210 x 297 + 5 mm bleed]	<b>2 900 €</b>	<b>Inside front cover</b>	[210 x 297 + 5 mm bleed]	<b>3 190 €</b>
<b>1/2 page</b>	[V: 103 x 297, H: 210 x 146 + 5 mm bleed]	<b>1 660 €</b>	<b>Cover III</b>	[210 x 297 + 5 mm bleed]	<b>3 190 €</b>
<b>1/4 page</b>	[V: 103 x 146 / H: 210 x 71 + 5 mm bleed]	<b>740 €</b>	<b>Page 5.</b>	[210 x 297 + 5 mm bleed]	<b>3 190 €</b>
<b>1/8 page</b>	[V: 50 x 146 / H: 103 x 71 + 5 mm bleed]	<b>390 €</b>			

\*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.