



## Auto, tekniikka ja kuljetus

- 41st volume
- Average circulation 16 000 pcs
- 10 issues per year
- Sold through newsstands

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)



TRUCK OF THE YEAR  
jury member



VAN OF THE YEAR  
jury member



INTERNATIONAL PICK-UP AWARD  
jury member



BUS OF THE YEAR  
jury member



TRAILER INNOVATION  
jury member

## Publication schedule 2020

ISSUE	DEADLINE	DoP	THEME	ISSUE	DEADLINE	DoP	THEME
01	28.01.	07.02.	Health, safety equipment	06	11.08.	21.08.	Metko -exhibition, logging and cover structures
02	03.03.	13.03	Arctic Test 2020, Tyres	07	08.09.	18.09.	Tyres, lights and equipment
03	14.04.	24.04.	Fuels and alternative energy forms	08	13.10.	23.10.	IAA 2020, special vehicles
04	18.05.	29.05.	Insurance and financing, public transportation	09	17.11.	27.11.	Harbours and int. transport
05	15.06.	26.06	Power Truck Show 2020, repair shops and tools	10	08.12.	21.12.	Education, digital tools for companies and drivers

## Advertising rates 2020

<b>2/1 page</b>	[420 x 297 + 5 mm bleed]	<b>3 060 €</b>	<b>COVER SPACES</b>		
<b>1/2 + 1/2 page</b>	[420 x 146 + 5 mm bleed]	<b>2 550 €</b>	<b>Backcover</b>	[210 x 267 + 5 mm bleed]	<b>2 960 €</b>
<b>1/1 page</b>	[210 x 297 + 5 mm bleed]	<b>2 470 €</b>	<b>Inside front cover</b>	[210 x 297 + 5 mm bleed]	<b>2 720 €</b>
<b>1/2 page</b>	[V: 103 x 297, H: 210 x 146 + 5 mm bleed]	<b>1 360 €</b>	<b>Cover III</b>	[210 x 297 + 5 mm bleed]	<b>2 720 €</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>2 720 €</b>
<b>1/8 page</b>	[V: 50 x 146 / H: 103 x 71 + 5 mm bleed]	<b>390 €</b>	<i>*Please note the height of the backcover!</i>		

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



## 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

**Marjatta Lindberg** | 040 059 9740 | [marjatta.lindberg@boy.fi](mailto:marjatta.lindberg@boy.fi)

## Additional information

**Magazine size:** A4, 210 x 297

**Place of printing:** PunaMusta Oy, Joensuu

**Publisher:** B Ventures LTd,  
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