



Auto, tekniikka ja kuljetus

- 42nd 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



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

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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 2021

ISSUE	DEADLINE	DoP	THEME	ISSUE	DEADLINE	DoP	THEME
01	01.02.	12.02.	Logging, road and property maintenance.	06	09.08.	20.08.	Metko -exhibition, logging and cover structures.
02	01.03.	12.03.	Arctic Test 2020, Tyres.	07	06.09.	17.09.	Tyres, lights and equipment.
03	12.04.	23.04.	Public transportation, special vehicles, Outfitting.	08	04.10.	15.10.	Storing, forklifts, cranes.
04	17.05.	28.05.	Fuels and alternative energy forms.	09	01.11.	12.11.	Harbours and int. transport, cover structures.
05	14.06.	28.06.	Repair shops and tools, Power Truck Show 2021.	10	29.11.	10.12.	Education, financing and insurances.

Advertising rates 2021

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 €
1/4 page	[P: 57 x 297 + 5 mm bleed] (NEW SIZE!)	740 €			
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.