



## Auto, tekniikka ja kuljetus

- 43rd 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)



## Publication schedule 2022

ISSUE	DEADLINE	DoP	THEME	ISSUE	DEADLINE	DoP	THEME
01	31.01.	11.02.	Logging.	06	15.08.	26.08.	Earthmoving and special equipment.
02	21.02.	04.03	Arctic Test 2022.	07	19.09.	30.09.	Tyres, lights and work clothes.
03	28.03.	08.04.	Fuels and alternative energy forms.	08	17.10.	28.10.	Harbours and int. transport, cranes, forklifts and logistics.
04	14.04.	02.05.	Kuljetus 2022 -expo Maxpo 2022 -expo.	09	07.11.	21.11.	Cover structures.
05	06.06.	20.06	Power Truck Show 2022.	10	07.12.	21.12.	Education, leasing, financing and insurances.

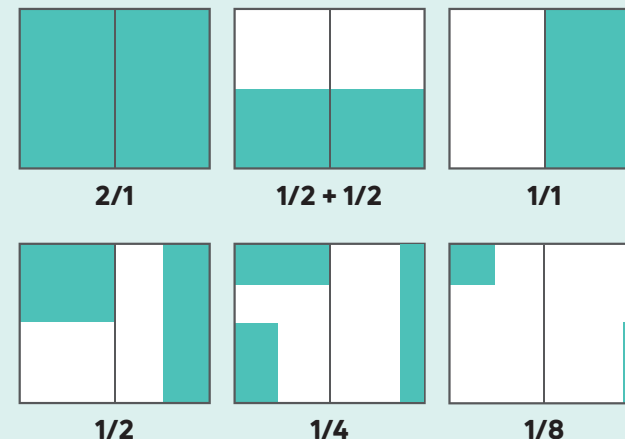
## Advertising rates 2022

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

## 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

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**Publisher:** B Ventures LTd,  
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