



## Auto, tekniikka ja kuljetus

- 44th 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



TRAILER INNOVATION  
jury member

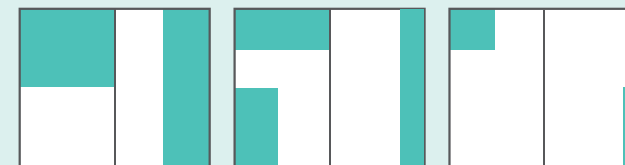
## Advertising sizes



2/1

1/2 + 1/2

1/1



1/2

1/4

1/8

## 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,  
Nuijamiestentie 5A, 00400 Helsinki

## Publication schedule 2023

ISSUE	DEADLINE	DoP	THEME	ISSUE	DEADLINE	DoP	THEME
01	17.01.	31.01.	Logging	06	15.08.	29.08.	Earthmoving, Maxpo 2023 trade show
02	17.02.	03.03	Arctic Test 2023, Light transportation, vans	07	08.09.	22.09.	Tyres, rims and lights
03	23.03.	06.04.	Fuels and alternative energy forms	08	06.10.	20.10.	Harbours and international transportation
04	02.05.	16.05.	Transportation 2023 and Bus 2023 trade shows	09	03.11.	17.11.	Cover structures and trailers.
05	19.06.	05.07	Power Truck Show 2023	10	05.12.	20.12.	Education, Vehicle outfitting, spare parts and maintenance

## Advertising rates 2023

2/1 page	[420 x 297 + 5 mm bleed]	3 060 €	<b>COVER SPACES</b>		
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] <b>(NEW SIZE!)</b>	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.