

ajolinja 2016



TRUCK OF THE YEAR
jury member



INTERNATIONAL PICK-UP AWARD
jury member



VAN OF THE YEAR
jury member



BUS OF THE YEAR
jury member

Publisher: **B Ventures Ltd**
Nuijamiestentie 5A
00400 Helsinki
Tel. 09-547 621
www.boy.fi

Ajolinja is Finland's only professional magazine for entrepreneurs and professionals in the field of transportation on the road.

Ajolinja is a specialised magazine for professional motorists and associated machines and vehicles within the profession. **Ajolinja** is an entertaining newsletter for traffic professionals and decision-makers.

Readers of **Ajolinja** influence experts in the area of transportation especially when it comes to decision-making of company purchases.

WWW.AJOLINJA.FI



PUBLICATION SCHEDULE 2016

Issue	Deadline	DoP	Theme & Supplements
01	22.01.	03.02.	
02	26.02.	09.03.	
03	30.03	08.04	
04	06.05.	18.05.	
05/06	17.06.	30.06.	Power Truck Show 2016
07	15.08.	26.08.	
08	19.09.	29.09.	
09	27.10.	08.11.	
10	1.12.	14.12.	Education, Calendar 2017

DIGITAL MATERIAL

Send all material as a single Adobe Acrobat PDF file. Produce your advertisement exactly according to the booked advertisement space. If you use any other file format than PDF, please contact the magazine beforehand. Colours should be defined according to CMYK process colours.

All finished advertisements in PDF -file format can be sent to:

aineisto@boy.fi

SUBSCRIPTION RATES

Fixed term . . . 59,90 € / 12 month
Standing order . . . 84 € / 12 month
Single copy 8,50 €

In 2016 the magazine is published 10 times. The average circulation is 23 500 pcs.

Magazine size A4, 210 x 297
Printing area 188 x 270

TARGET GROUP

- **Decision-making** persons of company purchases
- **Professional** drivers and their interest groups
- **Retailers** of car appliances and customising.
- **Car service** business and their contractors
- **Oil** companies and tyre business.
- **Corporate** vehicle purchasing managers and decision-makers.

INVOICING

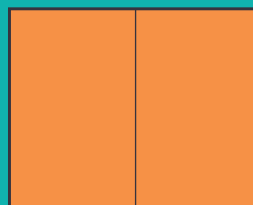
Marjatta Lindberg
Tel. 040 059 9740
E-mail. marjatta.lindberg@boy.fi

CUSTOMER SERVICE

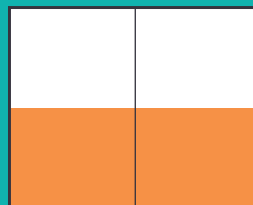
Eija Hyypä
Tel. 09-547 621
E-mail. eija.hyypa@boy.fi

ADVERTISING SIZES

2/1



1/2 + 1/2



1/1



1/2



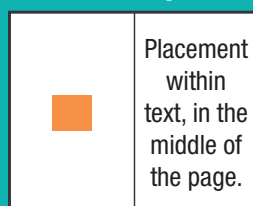
1/4



1/8



"Stamp"



VAT 24 %
is added to all
advertising rates.

ADVERTISING RATES

2/1 page 4 890 €
396 x 273 or 420 x 297*

1/2 + 1/2 page 3 490 €
396 x 134 or 420 x 146*

1/1 page 3 390 €
186 x 273 or 210 x 297*

1/2 page 2 040 €
Vertical: 91 x 273 or 103 x 297*
Horizontal: 186 x 134 or 210 x 146*

1/4 page 980 €
Vertical: 44 x 273 or 49 x 297*
Horizontal: 188 x 65 or 210 x 71*
Box: 91 x 134 or 103 x 146*

1/8 page 480 €
Vertical: 44 x 134 or 50 x 146*
Horizontal: 91 x 65 or 103 x 71*

"Stamp" 450 €
45 x 50

COVER SPACES

Inside front cover . . . 3 790 €
186 x 273 or 210 x 297*

Cover III 3 600 €
186 x 273 or 210 x 297*

Backcover 3 990 €
186 x 255 or 210 x 267*

Frontcover 6 600 €
Size is negotiated case-by-case.

Please add 5 mm bleed to sizes that are marked with a star.

SUPPLEMENTS

Poster 6 760 €
800 x 574 +5 mm bleed

The pricing of other supplements or advertisements is negotiated case-by-case.

Booking of supplements at least 2 weeks before magazine's publishing date

SALES CONTACT

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