

**2016**

**NÄILLÄ EVÄILLÄ TALVI EI YLLÄTÄ!**



**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.

[WWW.AUTOTEKNIikka.FI](http://WWW.AUTOTEKNIikka.FI)

## PUBLICATION SCHEDULE 2016

Issue	Deadline	DoP	Theme & Supplements
01	15.01.	27.01.	
02	18.02.	01.03.	Arctic Test 2016
03	10.03	22.03	
04	12.04.	22.04.	
05	17.05.	22.05.	
06	09.06.	13.06.	
07	18.08.	30.08.	FinnMETKO 2016
08	22.09.	03.10.	IAA
09	20.10.	02.11.	
10	22.11.	02.12.	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](mailto:aineisto@boy.fi)

## SUBSCRIPTION RATES

Fixed term . . . . . **69,90 € / 12 month**  
Standing order . . . . . **84 € / 12 month**  
Single copy . . . . . **8,50 €**

In 2016 the magazine is published **10 times**. The average circulation is **20 000 pcs**.

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

## TARGET GROUP

- **Company** directors and managers and contractors in transportation business.
- **Transport**, warehouse and purchasing managers.
- **Persons** responsible 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

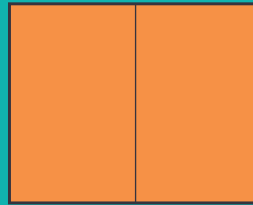
**Marjatta Lindberg**  
Tel. 040 059 9740  
E-mail. [marjatta.lindberg@boy.fi](mailto:marjatta.lindberg@boy.fi)

## CUSTOMER SERVICE

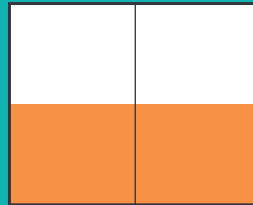
**Eija Hyypä**  
Tel. 09-547 621  
E-mail. [eija.hyypa@boy.fi](mailto:eija.hyypa@boy.fi)

## ADVERTISING SIZES

2/1



1/2 + 1/2



1/1



1/2



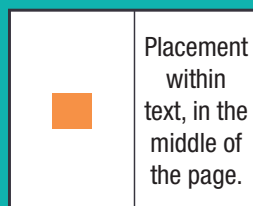
1/4



1/8



"Stamp"



VAT 24 %  
is added to all  
advertising rates.

## ADVERTISING RATES

2/1 page . . . . . **6 990 €**  
396 x 273 or 420 x 297\*

1/2 + 1/2 page . . . . . **4 690 €**  
396 x 134 or 420 x 146\*

1/1 page . . . . . **4 590 €**  
186 x 273 or 210 x 297\*

1/2 page . . . . . **2 690 €**  
Vertical: 91 x 273 or 103 x 297\*  
Horizontal: 186 x 134 or 210 x 146\*

1/4 page . . . . . **1 290 €**  
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 . . . . . **650 €**  
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 . . . . . **4 960 €**  
186 x 273 or 210 x 297\*

Cover III . . . . . **4 840 €**  
186 x 273 or 210 x 297\*

Backcover . . . . . **5 140 €**  
186 x 255 or 210 x 267\*

Frontcover . . . . . **6 800 €**  
Size is negotiated case-by-case.

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

## SUPPLEMENTS

Poster . . . . . **7 960 €**  
800 x 574 +5 mm bleed

Internet box / year . . . . . **595 €**  
43 x 20

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

## SALES CONTACT

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**Riitta Tynkkynen**  
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