

Kone työ ja ympäristö 2010



PUBLISHER
B Ventures Ltd
 Nuijamiestentie 5 A 00400 Helsinki
 Tel: +358 (0)9 547 621
 fax: +358 (0)9 5476 2246
 firstname.lastname@boy.fi
www.boy.fi



Kone työ ja ympäristö is the own magazine for decision-makers and entrepreneurs in the mechanical field!

● The magazine reports the specialist's perspective on current topics in the mechanical field, especially on machines and equipment as well as questions on environmental information related to the profession.

- ▶ The readers of this magazine are professional earthmoving, forestry, landscaping and maintenance contractors.
- ▶ Service and spare parts decision-makers.
- ▶ Community elected officials and authorities in the field.

PUBLICATION SCHEDULE AND THEMES 2010

Issue	DL.....	Dop	Themes & Supplements:
1	3.2.....	10.2.	Excavation & Pick-ups
2	7.4.....	14.4.	Environmental care, work clothing and Summer Holiday Calendar
3	14.6.....	21.6.	Lepaa Exhibition 2010, Contrator's Service Directory
4	20.8.....	26.8.	Metko Exhibition & forestry machines
5	7.10.....	14.10.	Maintenance of Built-up areas and roads, Tractor contracting
6	23.11.....	30.11.	ATV's, bioenergy, Training and education Extra, Contractor's calendar 2011

SUPPLEMENTS

- ▶ IMPORTANT SERVICE DIRECTORY
- ▶ POSTER
- ▶ CALENDAR 2011

Helsinki rakentaa: Suomen erikoisin melu

Kone työ ja ympäristö
 4-2009 ★ Hinta 7,20€

HUSKO
 Kivä ja turvalla

Kehäratatunnelm
 ENSIMMÄISET KAUKALUSET

Viherrakentaja Anssi Koskela: TURHA HOITOVASTUU!

Kevään näyttely: POSITIIVINEN FIILIS
 SIVE-putous

Hyyppä iski

Urakoitsija Jukka Väliaho: Ei taivaskaan tiedä...

Kone työ ja ympäristö
 3-2009 ★ Hinta 7,20€

Esittelyssä: TYÖMAIDEN AJONEUVOT

Konevuokraus on vaihtoehto

Koeajossa: Iveco Daily

Mansen Mörinät: Herkut ja sopat!

Tapani Mitrönen: Hakkaeeca riittää u

LEPAA 09

Ympäristöhoito uskoo alan kasvuun: Lepaa kestää laman

Perus-Kubota

Traktorikärjyä monen ajoin

Pikkuleikkuri

TYÖMAAPORTTI!

Yömaaraportti v14, Toivakka-Vaajakoski: Nelosen miehet

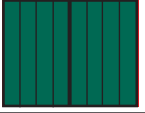
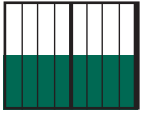
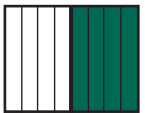
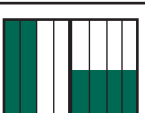
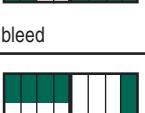

ARCTIC TEST

Plusseja ja miinukset

askaista

LAJIN LYHYMPÄISTEN MINIKONEIDEN MALLISTO

ADVERTISING RATES & SIZES

	Price Euro
2/1 396x270 or 420x297 + 3 mm bleed 	3420
1/2 + 1/2 396x134 or 420x149 + 3 mm bleed 	2090
1/1 188x270 or 210x297 + 3 mm bleed 	1990
1/2 92x270 or 104x297 + 3 mm bleed  188x134 or 210x149 + 3 mm bleed	1345
1/4 188x65 or 210x80 + 3 mm bleed  92x134 or 104x149 + 3 mm bleed 44x270 or 56x297 + 3 mm bleed	790
1/8 92x65 or 104x80 + 3 mm bleed  44x134 or 56x149 + 3 mm bleed	390
Inside front cover Cover III Backcover	2545 2450 2945
POSTER, 800x574	5190
Supplements: Rates according to agreement	

EXTRA CHARGES

For advertisement design and finishing to final advertisement according to agreement.

Guaranteed specified position +10 %

DISCOUNTS

Advertising Agency discount -15 % that is granted **only** to authorised advertising agencies and media offices.

VAT +23 % to the above mentioned prices.

**Kone
työ ja
ympäristö**

SALES CONTACT

Tel. +358 (0)9 547 621
 fax +358 (0)9 547 622 46

Matti Pöntynen

Puh. (09) 5476 2228
 GSM 040 548 0163
 matti.pontynen@boy.fi

Eira Korhonen

Puh. (09) 5476 2221
 GSM 040 456 0265
 eira.korhonen@boy.fi

BOOKINGS AND MATERIAL

Bookings 2 weeks prior publishing date. Finished final advertising material prior closing dates (DL) to **aineisto@boy.fi**

PUBLISHING

The magazine is published **6** times during 2010.

CIRCULATION

On the average is 12.100 pcs.

SUBSCRIPTION RATES

Standing subscription:
 39 €/12 months
 limited subscription:
 42 €/12 months
 Single copy 7,20 €

We reserve the right to make alterations.

CUSTOMER SERVICE

Subscriptions and address changes:
 Anu Litja
 Tel. +358 (0)9 547 622 13
 anu.litja@boy.fi

SIZE OF MAGAZINE

A4,
 210x297
 print area 188 x 270

BANNER SALES

Please check the media information concerning the banners at: **www.boy.fi**

LIABILITY AND TERMS

CANCELATIONS

No advertisement cancellations will be accepted after the published closing date for materials for any specific issue. Cancellations made prior material closing date (DL) are accepted. Any costs caused by cancellations made after material closing date (DL) are charged according to production and advertisement bookings.

B Ventures Ltd reserves the right to charge for published advertisements and for material production and sending according to a detached price list.

B Ventures Ltd must always be asked permission for quotations or copies of advertisements planned and produced by the company.

ALTERATIONS

Changes in rates caused by law, regulations or any authority actions will increase prices accordingly from coming into force. Such increases will also concern already made advertisement bookings. The rates will be valid until further notice. Changes in rates and prices will be informed a month before coming into force. Circulation figure might change per issue.

LIABILITY AND CLAIMS

The liability of defects in published advertisements is the advertisement rate and the preparation value of an advertisement forwarded to another magazine. The magazine is not responsible of damages caused by left out advertisements and not if the advertisement cannot be published on a certain date or accordingly to manuscript.

INVOICING

Marjatta Lindberg
 Tel. +358 (0)9 5476 2230
 marjatta.lindberg@boy.fi

PAYMENT TERMS

7 days net, authorised advertising agencies and media offices 14 days net. Interest on delayed payments 11 %.

www.konetyoymparisto.fi

DIGITAL MATERIAL

Notice! All material preferably in digital form.

Printing method: offset

Binding: stapled

Printing house: ScanWeb Oy
 Kouvola, Finland

Finished final advertisement material saved in pdf-file format can be sent to: **aineisto@boy.fi**

Advertising material as separate Adobe Acrobat pdf-file format

*produce your advertisement exactly according to the booked advertisement space.

*save the finished advertisement final version as pdf-file format.

*do not gather the final advertisement using a image processing software.

*remove all extra components from your final advertisement-file.

*send to the magazine the finished final advertisement material as a pdf-file format. if you choose to use any other software than PDF file format, please contact the magazine beforehand.

Preferred software and general information

We comply with the Finnish Newspapers Association's following material recommendations and prefer digital material. Advertisement marginal shall be an electronic file produced in required size, saved as EPS file format or some of following software formats:

PC/Win-software

- * Freehand MX
- * InDesign CS 2
- * PageMaker 7.0
- * PhotoShop 7.0
- * PDF 1.4

In case you choose to use any other software, please contact the magazine in advance.

Use following fonts

- Type 1 font s
- TrueType fonts cannot be used
- Texts should be converted as paths if possible. (Used fonts according to material)

Colours

Colours are defined according to CMYK process colours.

Picture resolution

Colour pictures: recommendation 300 pixels
 B&W pictures: minimum 150 pixels
 Lineart: 800 pixels

NOTICE! All advertisement material must be checked before sending in case of any viruses.

Page dimensions

Check advertisement sizes. PC packing software Winzip. PDF -file formats do not need to be zipped/packed.

E-mail address

All finished advertisements in PDF- file format can be sent to: **aineisto@boy.fi**

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