



## Ajolinja

- 40th volume
- 10 issues per year

- Average circulation 19 000 pcs
- Sold through newsstands



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

**AJOLINJA** is a specialised magazine for professional motorists and associated machines and vehicles within the profession. Ajolinja is an entertaining magazine 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](http://WWW.AJOLINJA.FI)



## Publication schedule 2022

ISSUE	DEADLINE	DoP	THEME	ISSUE	DEADLINE	DoP	THEME
01	24.01.	04.02.	Equipment maintenance, Repair shops and tools.	07	22.08.	2.09.	Vehicle outfitting, spare parts and equipment.
02	28.02.	11.03	Special vehicles, cranes.	08	03.10.	14.10.	Tyres and lights.
03	25.03.	11.04.	Cover structures.	09	31.10.	11.11.	Light transportation, vans.
04	29.04.	13.05.	Service trucks.	10	02.12.	16.12.	Education.
5-6	10.06.	27.06.	Power Truck Show 2022.				

## 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>1/8 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.

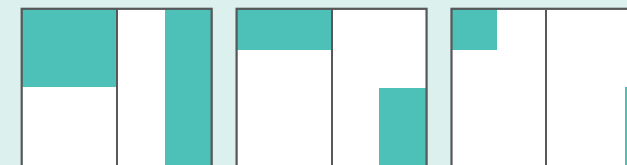
## Advertising sizes



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

**Martti Engman** | +35844 776 8746 | [martti.engman@ajolinja.fi](mailto:martti.engman@ajolinja.fi)

## 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
- 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