



Auto, tekniikka ja kuljetus

- > 45th volume
- > 10 issues per year
- > Average circulation 16 000 pcs
- > 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



Publication schedule 2024

| ISSUE | DEADLINE | DoP | THEME | ISSUE | DEADLINE | DoP | THEME |
|-------|----------|--------|---|-------|----------|--------|--|
| 01 | 17.01. | 31.01. | Light transportation and vans | 06 | 14.08. | 28.08. | Power Truck Show 2024, Cover structures and trailers |
| 02 | 21.02. | 06.03. | Fuels and environment | 07 | 09.09. | 24.09. | Safety and wellbeing at work |
| 03 | 20.03. | 05.04. | Vehicle outfitting, spare parts and equipment | 08 | 07.10. | 21.10. | Special equipment |
| 04 | 22.04. | 08.05. | Taxis and people transportation | 09 | 07.11. | 21.11. | Harbours, storing and logistics |
| 05 | 30.05. | 14.06. | Power Truck 2024 and Bus 2024 trade shows | 10 | 03.12. | 18.12. | Fixing, servicing and maintenance |

Advertising rates 2024

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

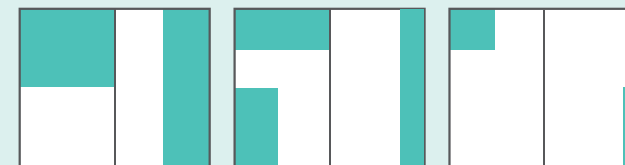
Advertising sizes



2/1

1/2 + 1/2

1/1



1/2

1/4

1/8

Digital material 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

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Additional information

Magazine size: A4, 210 x 297

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