

Konepörssi

TYÖKONEIDEN JA KULJETUSKALUSTOJEN ERIKOISLEHTI

MEDIA 2006



SL-Mediat Oy

Konepörssi
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Kevyt uljetuskalusto
JAKELUVAIYOT, MAASTOYTYT JA PAKETTIYTYTYT

auto pokkari

autokanta.com



25. ANNUAL VOLUME

According to surveys, the most read and most respected journal in earthworks and transportation fields in Finland.

209 PAGES PER ISSUE

Largest selections of equipment and the most informative content.

OVER 135.000 READERS PER MONTH

98,9 % of the readers say that adverts in the journal are important to them.

LARGE, DIRECTED DISTRIBUTION

In year 2006, directed distribution is 43.500 copies. The print is 46.500 on average.

PROFESSIONAL EDITORIAL CONTENT

Respected test drives, car- and machinery-articles and latest news on the field.

(Source: Taloustutkimus (Economy survey) 2003/2005.
Innolink Research Oy 2005, Konepörssi 1-8/2005)

DISTRIBUTION

Commercial vehicles 24.514

- freight forwarders
- goods haulers
- foreign trade haulage companies
- bustraffic companies
- goods depots
- haulage contractors
- log/timber haulers
- special load haulers
- tanker haulers
- distribution truckers

Construction, quarrying, crushing, forest, timber contracting 13.670

- asphalt plants
- crushing & screening companies
- gravel companies
- concrete industry
- construction contractors
- peat contractors
- mine industry
- timber contractors
- construction of offshore structures
- well drilling
- quarrying companies
- public construction

Green area construction and environment maintenance. Maintenance and transport in industry 3.016

Public utilities Municipal sector. Waste maintenance, Recycling, Building & Grounds maintenance 1.600

Suppliers of machines and equipment 700

Konepörssi-journal executes also

Direkt mailings

Direkt mailings to its addressbase. Either to its whole addressbase, geographically or to the specific branch of business.

Supplements

Supplements in between Konepörssi-journal to its addressbase. Either to its whole addressbase, geographically or to the specific branch of business.



Service directory

Konepörssi-journals service directory is the best known in Finland. It gives advertiser coverage in every one of the Konepörssi-journals twelve

numbers. Adverts are collected to januarys number and they stay the same whole year. This is the cheapest way to advertice in Konepörssi-journal.

Prices / 12 numbers

Size	Black and white	Color
1 x 15 pmm	288,00 €	330,00 €
1 x 30 pmm	509,00 €	586,00 €
1 x 45 pmm	741,00 €	852,00 €
1 x 60 pmm	957,00 €	1099,00 €

INSTRUCTIONS FOR ELECTONIC MATERIAL

Software in use

- We accept FreeHand, QuarkXPress, and EPS documents, (Macintosh: include fonts, images and logos!) and Adobe Acrobat PDF -documents.

Fonts

- Type face: Adobe FontFolio 9 Postscript Type 1. If you use a different type face, convert the texts into paths within FreeHand or Illustrator documents, also within EPS graphics.

Images and graphics

- High resolution CMYK images in EPS or TIFF format. Pictures taken with a digital camera in JPG-format.

Colors

- Degrees of coloration defined as process ink (CMYK). We do not accept INDEX COLOR or DUOTONE formats.

Compression

- Files compressed with Stuffit or BinHex.

Material delivery

- On a ZIP, CD-ROM or 3.5" disk. Alternatively by e-mail: koneporssi@koneporssi.com
- Electronic material is to be delivered fully prepared for printing and fully compliant with the above instructions. Large quantities of material are to be sent on disks.

Proof and covering letter

- Always include covering letter and proof or color model in the delivery. The proof can also be sent by telefax: +358 3 380 7701

Online transfer

- FTP Server: ftp.sl-mediat.fi
User names and passwords are issued by the office.

MEDIA 2006

25. Annual Volume

PUBLICATION

Issual	Material	Publication
1	03.01.	11.01.
2	27.01.	08.02.
3	03.03.	14.03.
4	31.03.	11.04.
5	28.04.	10.05.
6	26.05.	06.06.
7	20.07.	28.07.
8	11.08.	22.08.
9	08.09.	19.09.
10	06.10.	17.10.
11	03.11.	14.11.
12	01.12.	12.12.

TECHNICAL DATA

Format	210 x 297 mm (A4)
Printing area	210 x 297 (187 x 265 mm)
Column width	43 mm, columns 4
Paper	MFC
Binding	perfect-bound
Printing method	heatset offsetrotation
Line density	48 l/cm 4-color images 60 l/cm
Printing house	PunaMusta Oy Kosti Aaltosen tie 9 80140 Joensuu, Finland

STANDARD SIZES

1/4 page	43 x 265 mm	91 x 130 mm	187 x 65 mm
1/3 page	187 x 91 mm	91 x 180 mm	
1/2 page	91 x 265 mm	187 x 130 mm	138 x 180 mm
2/3 page	187 x 180 mm	139 x 265 mm	
1/1 page	187 x 265 mm (margins)	210 x 297 mm (whole printing area)	
1/2 spread	394 x 130 mm (margins)		
2/1 spread	394 x 265 mm (margins)	420 x 297 mm (whole printing area)	

ADVERTISEMENT PRICES

Size	Price €
Spread	4251,00
1/2 spread	2762,00
1/1 page	2548,00
2/3 page	2232,00
1/2 pages	1851,00
1/3 page	1275,00
1/4 page	999,00
Front cover	3855,00
Column millimeter	black and white 2,82 color 3,89

- Advertising agencies given a 15% discount material.
- Payment to be made to:
SL-Mediat Oy
Handelsbanken Tampere FINLAND,
account no. 313130-1145085
- Withdrawals:
By written notice minimum 8 days before date of publication.
- Complaints:
Within 8 days after date of publication. Liability limited to the price of advertisement in question.

All prices VAT 0%

EDITORIAL OFFICE

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