

# EUROPÖRSSI

EARTHMOVING

COMMERCIAL VEHICLES

LIFTING EQUIPMENT

FOREST MACHINES

INDEX

THE MAGAZINE FOR COMMERCIAL VEHICLE AND WORK MACHINE EXPERTS

## Interested buyers just waiting

Europörssi brings the best advertising results to vendors and importers of transport equipment and machinery. Eight out of ten readers are purchasing decision-makers.



Reader survey 2009:

**The best advertising medium for transport equipment and machinery!**

(Innolink Research Oy, June 2009)

### Material and publishing dates 2010

Issue no	1	2	3	4	5	6	8	9	10	11	12
Material deadline	31.12.	29.1	26.2.	1.4.	30.4.	28.5.	6.8.	3.9.	1.10.	29.10.	26.11.
Mailing date	15.1.	12.2.	12.3.	16.4.	14.5.	11.6.	20.8.	17.9.	15.10.	12.11.	10.12.

Trade magazine for transport, earthmoving, forest machine and lifting equipment entrepreneurs

- EARTHMOVING EQUIPMENT
- COMMERCIAL VEHICLES
- VANS
- SPECIAL PURPOSE VEHICLES
- LIFTING EQUIPMENT
- FOREST MACHINES
- BIOENERGY
- ESTATE MANAGEMENT EQUIPMENT
- ENVIRONMENTAL EQUIPMENT
- RECYCLING

**PRINT RUN**  
**52,000**

Finland's biggest in the industry

The magazine and news online at



[www.europorssi.com](http://www.europorssi.com)

# Research shows: Number one advertising media for the machine and transport industries

EUROPÖRSSI

Circulation 51,650 copies

COMMERCIAL VEHICLES 28,500

- Truck, bus and coach operators
- Transport contractors and operators
- Lumber transport contractors
- Heavy vehicle servicers

EARTHMOVING, LIFTING AND FOREST MACHINERY, BIOENERGY 19,000

- Excavation, crushing and earthmoving contractors
- Mobile crane and forest harvesting machinery contractors
- Vehicle mounted cranes

ESTATE AND ENVIRONMENTAL MAINTENANCE, RECYCLING 1,000

## Prices

Size	b/w	4-colour
1/8 page	€ 238	€ 377
1/4 page	€ 473	€ 683
1/3 page	€ 638	€ 946
1/2 page	€ 833	€ 1,154
1/1 page	€ 1,364	€ 1,783
1/2 spread	€ 1,435	€ 1,884
Full spread	€ 2,725	€ 3,179
Front cover		€ 2,422
Back cover		€ 1,935
Column Ad./mm	€ 2.90	€ 3.10

## Advertisement formats

Format	1/1	1/2	1/4	1/8	size	mm	mm	mm
1/1	1/1	1/2	1/4	1/8	1/8 page	43 x 130	90 x 65	
1/2		1/2	1/4	1/8	1/4 page	43 x 265	90 x 130	185 x 65
1/4			1/4	1/8	1/3 page	185 x 90	90 x 180	
1/8				1/8	1/2 page	90 x 265	185 x 130	137 x 180
			1/4	1/8	1/1 page	185 x 265	210 x 297	
				1/8	1/2 spread	390 x 130		
					1/2 spread	390 x 265	420 x 297	

## Material requirements

Programs: QuarkXPress (Mac), Freehand, Illustrator

Colours: We use 4-colour CMYK process colours (cyan, magenta, yellow, black). Define all colours in proportional percentages.

Pictures and logos: Always send on diskette as original file.

Pictures and graphics for ad materials must be defined as CMYK colours and be in TIFF or EPS format. Resolution of scanned pictures must be 300 dpi in 1/1.

Fonts: Fonts must be defined, or text must be converted into graphic format. Do not use electronic typefaces or TrueType fonts. Always supply fonts along with PDF files.

NB! EPS and PDF: We do not make any changes to your supplied files. Should you wish to make corrections or changes in your advertisement, please deliver new materials.

Proof and cover note: Materials delivered in digital format must always be accompanied by an identical paper proof and a cover note defining the programs and fonts used.

File packing: Stuffit, ZIP

Diskettes: CD / DVD

Supply digital materials to:  
ep@europorssi.com  
http://aineisto.europorssi.com

Other materials:  
Europörssi, Tampereentie 484, FI-33880 Lempäälä, Finland

Contacts:  
Tel. +358 207 579 700, fax 0207 579 701

MANUFACTURERS AND DISTRIBUTORS 700

- Vehicle and earthmoving equipment dealers
- Forest machinery manufacturers and distributors
- Spare parts suppliers and wreckers

PUBLIC SECTOR 950

- Municipal authorities
- Road administration
- Power and telecom utilities

RUSSIA AND THE BALTIC STATES 1,500

Work copies 350

Print run 52,000

## Inserts

Insert prices by separate agreement. Inserts can be targeted to specific audiences, sectors or distribution areas.

Advertising agency discount -15 %

+VAT 22%

## Technical data

Size	A4, 210 x 297 mm
Printing area	185 x 265 mm
Column width	1 column = 43 mm 2 columns = 90 mm 3 columns = 138 mm 4 columns = 184 mm
Printing method	Heatset rotation
Screen density	48 lines/cm, 4-colour 54-60 lines/cm
Binding	Stapling

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