

EUROPÖRSSI

MEDIA INFO 2019



**PROFESSIONAL JOURNAL IN CONSTRUCTION
AND TRANSPORT INDUSTRY.**

REACHES

We in Europörssi have kept the mindset clear already for over 25 years: to be a firm and reliable link between buyers and sales of construction and transportation equipments.

Europörssi offers widest range of readers in the industry for the advertisers. Europörssi is continuously FoC for all subscribers, thus we are able to reach everyone without hesitation. Both printed and digital circulation sum up to 93 000 copies 11 times per year.

Independent Finnish research institute Taloustutkimus Oy has valued us 'The most read magazine' on both construction and transportation sector. Latest evaluation was given on March 2018.

Distribution 93 000 pieces!

- PRINT CIRCULATION 53 000
- DIGITAL DELIVERY 40 000

Material deadlines and publishing schedule 2019

Issue no	Material deadline	Mailing date
1	11.1.	25.1.
2	8.2.	22.2.
3	8.3.	22.3.
4	5.4.	18.4.
5	3.5.	17.5.
6	31.5.	14.6.
8	2.8.	16.8.
9	30.8.	13.9.
10	27.9.	11.10.
11	25.10.	8.11.
12	22.11.	5.12.

Print circulation 53 000 copies:

COMMERCIAL VEHICLES 30 150

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

EARTHMOVING, LIFTING AND FOREST MACHINERY, BIOENERGY 20 300

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

ESTATE AND ENVIRONMENTAL MAINTENANCE, RECYCLING 1000

MANUFACTURERS AND DISTRIBUTORS 650

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

PUBLIC SECTOR 900

- Municipal authorities
- Road administration
- Power and telecom utilities

PRICES

Size	Price
2/1	3 470 €
1/1	1 960 €
1/2	1 270 €
1/3	1 018 €
1/4	740 €
1/8	418 €
Front cover	4 050 €
Back cover.....	2 650 €
Column Ad./mm.....	4.00 €
Location by request +15 %	

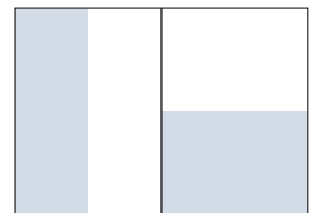
+ VAT



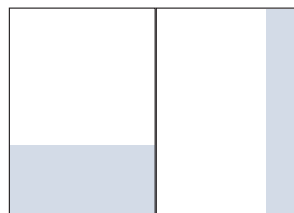
2/1
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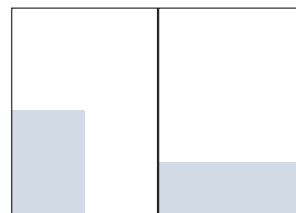
1/1
210 x 297 mm
Front cover
210 x 230 mm
Back cover
210 x 272 mm



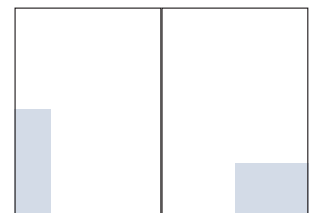
1/2 page
90 x 265 mm
1/2 page
184 x 130 mm
103 x 297 mm
210 x 146 mm



1/3 page
184 x 87 mm
1/4 page
43 x 265 mm
210 x 102 mm



1/4 page
90 x 130 mm
1/4 page
184 x 65 mm



1/8 page
43 x 130 mm
1/8 page
90 x 65 mm

Dimensions in red should be increased by a 3 mm cropping margin along each edge.
Back cover adverts must include a 25 mm high white bar at the top for address information.

INSERTS

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

TECHNICAL DATA

Size: 210 x 297 (A4)
Printing method: Heatset rotation
Binding: Stapling
Printing place: PunaMusta Oy

MATERIAL REQUIREMENTS

Print-ready documentation as a PDF file.
Resolution of pictures 300 dpi.
We use 4-colour CMYK process colours.
Supply digital materials to: ep@europorssi.com



Already
10 000
FB likes

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