

EUROPÖRSSI



MEDIA INFO 2021

MARKET LEADER ON HEAVY MACHINERY

During our 27 years on the construction and transport industry we have successfully grown to #1 and been able to keep the spot.

We have the largest targeted distribution in print and digital form in the field in Finland, altogether 93 000 copies 11 times per year. Our free subscription assures that your message reaches its targeted audience fully. The proof of reachability can be found on latest independent marketing study by Taloustutkimus, performed on April 2020.

Distribution 93 000 pieces!

• PRINT CIRCULATION 53 000
• DIGITAL DELIVERY 40 000

Material deadlines and publishing schedule 2021

Issue no	Material deadline	Mailing date
1	8.1.	22.1.
2	5.2.	19.2.
3	12.3.	26.3.
4	9.4.	23.4.
5	7.5.	21.5.
6	4.6.	18.6.
8	30.7.	13.8.
9	27.8.	10.9.
10	24.9.	8.10.
11	22.10.	5.11.
12	19.11.	3.12.

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

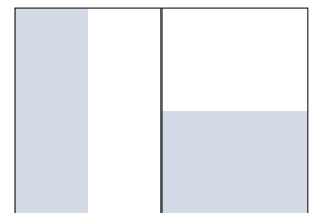
Size	Price
2/1	3 470 €
1/1	1 960 €
1/2	1 270 €
1/3	1 018 €
1/4	740 €
1/8	418 €
Front cover	4 050 €
Back cover.....	2 650 €
Column Ad./mm.....	4.00 €
Location by request	+15 %
	+ VAT



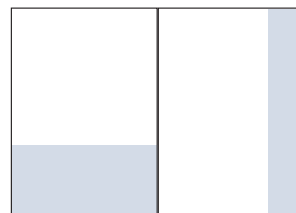
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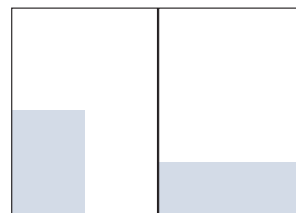
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Front cover
210 x 232 mm
Back cover
210 x 267 mm



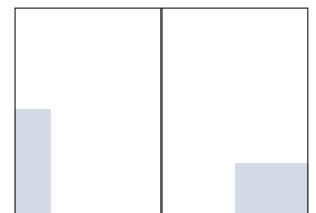
1/2 page
90 x 265 mm
1/2 page
184 x 130 mm
103 x 297 mm
210 x 146 mm



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

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



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