



EUROPÖRSSI

MEDIA 2022

MARKET LEADER ON HEAVY MACHINERY

Print circulation 53 000 kpl
+ digital distribution

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, 53 000 printed copies + digital distribution 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 March 2021.

Material deadlines and publishing schedule 2022



Issue no	1	2	3	4	5	6	8	9	10	11	12
Material deadline	7.1.	4.2.	4.3.	1.4.	29.4.	27.5.	29.7.	26.8	23.9.	21.10.	18.11
Mailing date	21.1.	18.2.	18.3.	14.4.	13.5.	10.6.	12.8.	9.9.	7.10.	4.11.	2.12.

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

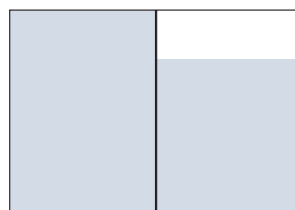
PRICES

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 %	

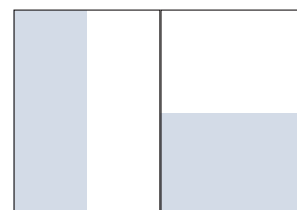
+ VAT



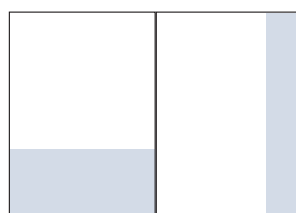
2/1
420 x 297 mm



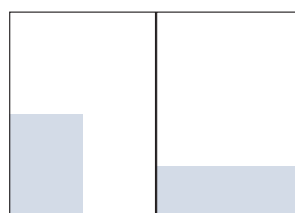
1/1
210 x 297 mm
Front cover
210 x 232 mm
Back cover
210 x 267 mm



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

Dimensions in red should be increased by a 3 mm cropping margin along each edge.
Back cover adverts must include a 30 mm high white bar at the top for address information.

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
16 000
FB likes

www.europorssi.com

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