

EUROPÖRSSI

MEDIA 2024



Market leader on **HEAVY MACHINERY** in Finland

During our 30 years in the construction and transport industry, we have successfully risen to the number one position and have been able to maintain that status. We possess the largest targeted distribution in both print and digital formats within the field in Finland. Our free subscription ensures that your message reaches its intended audience completely. The proof of our reach can be found in the latest independent marketing study conducted by Taloustutkimus, performed in May 2023. **Marking the fifth win in the fifth consecutive year.**

In addition to the printed magazine, we offer comprehensive addressed digital distribution.



Material deadlines and publishing schedule 2024

Issue no	1	2	3	4	5	6	8	9	10	11	12
Material deadline	12.1.	9.2.	8.3.	5.4.	3.5.	31.5.	2.8.	30.8.	27.9.	25.10.	22.11
Mailing date	26.1.	23.2.	22.3.	19.4.	17.5.	14.6.	16.8.	13.9.	11.10.	8.11.	5.12.

■ COMMERCIAL VEHICLES: 30 150 pcs

Truck, bus and coach operators, transport contractors and operators, lumber transport contractors, heavy vehicle servicers

■ EARTHMOVING, LIFTING AND FOREST MACHINERY, BIOENERGY: 20 300 pcs

Excavation, crushing and earthmoving contractors, mobile crane and forest harvesting machinery contractors, vehicle mounted cranes, farmers

■ ESTATE AND ENVIRONMENTAL MAINTENANCE, RECYCLING: 1000 pcs

■ MANUFACTURERS AND DISTRIBUTORS: 650 pcs

Vehicle and earthmoving equipment dealers, forest machinery manufacturers and distributors, spare parts suppliers and wreckers

■ PUBLIC SECTOR: 900 pcs

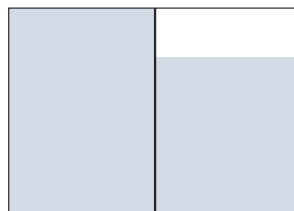
Municipal authorities, road administration, power and telecom utilities

PRICES

Size	Price
2/1	4 164 €
1/1	2 352 €
1/2	1 524 €
1/3	1 222 €
1/4	888 €
1/8	502 €
Front cover	4 860 €
Back cover	3 180 €
Column Ad./mm	4.80 €
Location by request	+15 %
	+ VAT

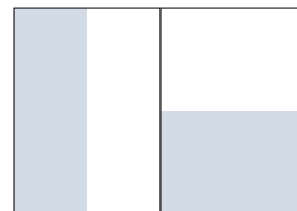


2/1
420 x 297 mm



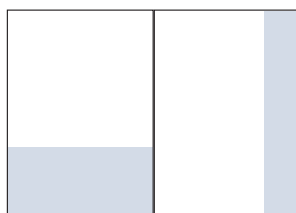
1/1
210 x 297 mm

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

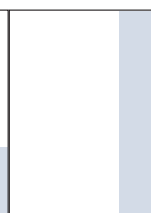


1/2 page
90 x 265 mm
103 x 297 mm

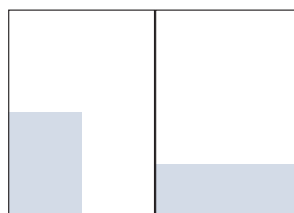
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210 x 146 mm



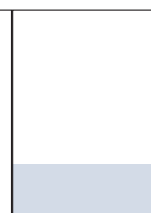
1/3 page
184 x 87 mm
210 x 102 mm



1/4 page
43 x 265 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



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