

# EUROPÖRSSI

MEDIA 2025



## Market leader on **HEAVY MACHINE** 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 April 2024. **Marking the sixth win in the sixth consecutive year.**

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

## Material deadlines and publishing schedule 2025

Issue no	1	2	3	4	5	6	8	9	10	11	12
Material deadline	10.1.	7.2.	7.3.	4.4.	2.5.	30.5.	1.8.	29.8.	26.9.	24.10.	21.11
Mailing date	24.1.	21.2.	21.3.	17.4.	16.5.	13.6.	15.8.	12.9.	10.10.	7.11.	5.12.

### ■ COMMERCIAL VEHICLES: 28 300 pcs

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

### ■ EARTHMOVING, LIFTING AND FOREST MACHINERY, BIOENERGY: 19 700 pcs

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

### ■ ESTATE AND ENVIRONMENTAL MAINTENANCE, RECYCLING: 700 pcs

### ■ MANUFACTURERS AND DISTRIBUTORS: 600 pcs

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

### ■ PUBLIC SECTOR: 700 pcs

Municipal authorities, road administration, power and telecom utilities

## PRICES

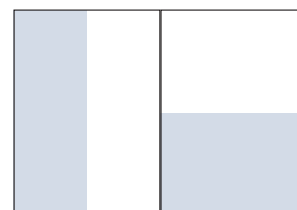
Size	Price
2/1 .....	4 264 €
1/1 .....	2 452 €
1/2 .....	1 574 €
1/3 .....	1 272 €
1/4 .....	938 €
1/8 .....	552 €
Front cover .....	4 960 €
Back cover .....	3 280 €
Column Ad./mm .....	4.90 €
Location by request	+15 %
	+VAT



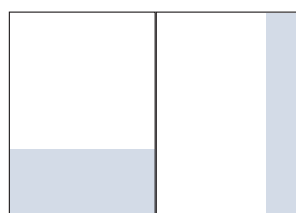
2/1  
420 x 297 mm



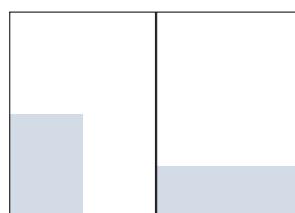
1/1  
210 x 297 mm  
Front cover  
210 x 232 mm  
Back cover  
210 x 267 mm



1/2 page  
90 x 265 mm  
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  
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 RGB-colour.  
Supply digital materials to: ep@europorssi.com



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