

EUROPÖRSSI

MEDIA 2026



Heavy
equipment



THE NUMBER ONE MEDIA

EUROPÖRSSI is Finland's most-read commercial media for the heavy equipment industry. Our addressed and free-of-charge distribution reaches the largest audience in the field — both in print and digitally, providing maximum visibility for advertisers. The latest proof of this is the Taloustutkimus readership survey (May 2025), which confirmed that **Europörssi is the most-read magazine in the earthmoving and heavy-equipment sector – for the seventh consecutive year!**



MATERIAL DEADLINES AND PUBLISHING SCHEDULE 2026

Issue no	1	2	3	4	5	6	8	9	10	11	12
Material deadline	9.1.	6.2.	6.3.	2.4.	30.4.	29.5.	31.7.	28.8.	25.9.	23.10.	20.11
Mailing date	23.1.	20.2.	20.3.	17.4.	15.5.	12.6.	14.8.	11.9.	9.10.	6.11.	4.12.

PRINTED MAGAZINE ADDRESS DISTRIBUTION:

- **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

IN ADDITION TO THE PRINTED MAGAZINE **EUROPÖRSSI OFFERS FINLAND'S MOST COMPREHENSIVE ADDRESSED DIGITAL DISTRIBUTION.**

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./m	4.90 €
Location by request	+15 %
	+ VAT

2/1 420 x 297 mm	1/1 210 x 297 mm	1/2 page 90 x 265 mm
	Front cover 210 x 232 mm	1/2 page 184 x 130 mm
	Back cover 210 x 267 mm	103 x 297 mm 210 x 146 mm
1/3 page 184 x 87 mm	1/4 page 43 x 265 mm	1/8 page 43 x 130 mm
210 x 102 mm	1/4 page 90 x 130 mm	1/8 page 90 x 65 mm
	184 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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