EUROPÖRSSI

MEDIA KIT **2027**



THE LEADING MEDIA FOR HEAVY EQUIPMENT

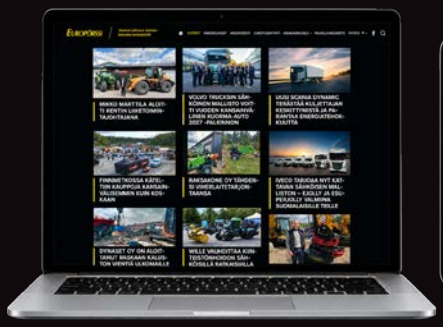
EUROPÖRSSI is the most widely read media brand in Finland's heavy equipment sector. Our addressed distribution, targeted at industry decision-makers, is the largest in Finland. Together, our print and digital channels deliver maximum reach.
The latest evidence comes from Taloustutkimus's 2025 readership survey of earthmoving industry magazines. Europörssi was the sector's most widely read magazine for the seventh consecutive year.

FINLAND'S MOST READ

Earthmoving industry magazine readership survey 2025

taloustutkimus

Alongside our print magazine, we offer the most extensive addressed digital distribution.







EUROPORSSI.COM | DIGITAL MAGAZINE | NEWSLETTER

2027 ADVERTISING DEADLINES AND MAILING DATES

Issue	1	2	3	4	5	6	8	9	10	11	12
Artwork due	8 Jan	5 Feb	5 Mar	2 Apr	30 Apr	28 May	30 Jul	27 Aug	24 Sep	22 Oct	19 Nov
Mailing date	22 Jan	19 Feb	19 Mar	16 Apr	14 May	11 Jun	13 Aug	10 Sep	8 Oct	5 Nov	3 Dec

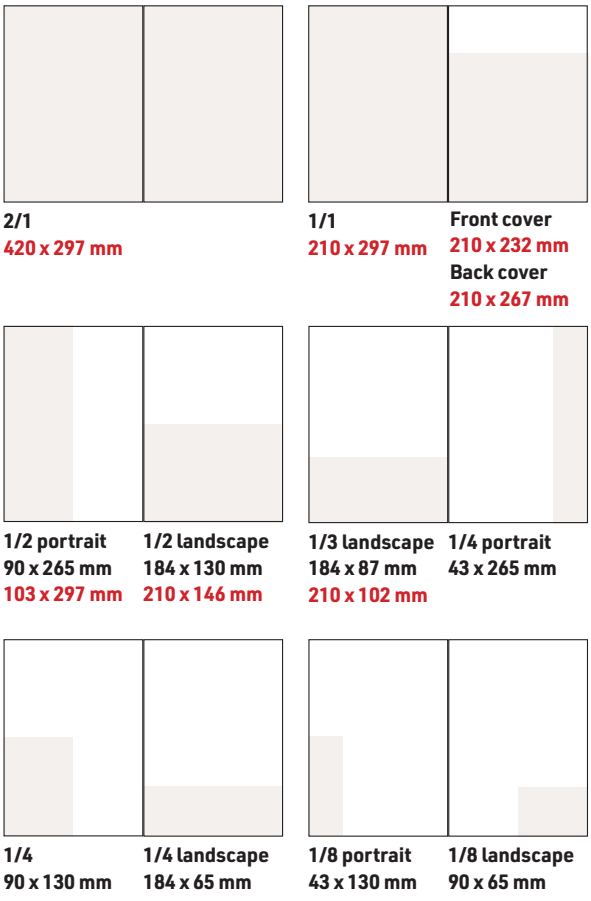


ADVERTISING RATES AND SIZES

Size	Rate
2/1	4 690 €
1/1	2 697 €
1/2	1 731 €
1/3	1 399 €
1/4	1 032 €
1/8	607 €
Front cover	5 456 €
Back cover	3 608 €
Column mm	5.39 €

Specified-position surcharge: +15 %

All rates exclude VAT. VAT will be added at the applicable rate.



Add 3 mm bleed on all sides to the dimensions shown in red.
Back-cover ads must leave a 30 mm white strip at the top for address details.

PRINT DISTRIBUTION

- **COMMERCIAL VEHICLES: 28 300 copies**
  Truck and bus operators; transport cooperatives (KTK) and their operators; timber hauliers; heavy vehicle service centres.
- **EARTHMOVING, LIFTING, FORESTRY & BIOENERGY: 19 700 copies**
  Drilling, blasting, crushing and earthmoving contractors; crane companies; forestry contractors; mobile crane operators.
- **PROPERTY & ENVIRONMENTAL SERVICES AND RECYCLING: 700 copies**
- **EQUIPMENT MANUFACTURERS & SUPPLIERS: 600 copies**
  Vehicle and earthmoving equipment dealers; forestry equipment manufacturers and dealers; parts suppliers and dismantlers.
- **PUBLIC SECTOR: 700 copies**
  Municipalities and cities; road authorities and road maintenance managers; electricity and telecommunications utilities.

INSERTS

Insert rates on request. Inserts can be targeted to selected parts of the circulation and/or geographical regions. We also offer insert layout services. Ask us for a quote.

TECHNICAL DETAILS

Page size: 210 × 297 mm (A4)
Printing: heatset web offset
Binding: saddle stitching
Printer: PunaMusta Oy

ARTWORK REQUIREMENTS

Supply print-ready PDF files.
Image resolution: 300 dpi
Colour mode: RGB
Send artwork to: ep@europorssi.com

Publisher: Oy Faktavisa Ab
Tampereentie 484
33880 Lempäälä, Finland

Tel. +358 207 579 700
ep@europorssi.com
www.europorssi.com