

KONEYRITTÄJÄ

www.koneyrittaja.fi

Mediacard 2012

MEDIACARD 2012



PUBLISHER

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PRINTED COPIES

8400 copies

DIMENSIONS OF PRINTED AREA

Size of magazine A4 210 x 297 mm
Size of printed area 183 x 267 mm
Number of columns 4
Length of columns 267 mm
Width of columns 42 mm
Space between columns 4 mm
Printig process offset Screen 60 lines/cm²

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Finnmetko Oy Swift: DABAFIHH
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PRICES OF ADVERTISEMENTS

Size	b/w	4-c/€	Used machines supplement 4c/
I-cover	-	2.590	-
IV-cover	-	2.230	-
2/1 s.	2.500	3.120	1.380
1/1 s.	1.550	1.980	870
1/2 s.	850	1.360	560
1/3 s.	610	990	-
1/4 s.	495	680	-
1/8 s.	290	410	-
s.c.mm	2,50 €/ mm		

PRINTED AT

Kirjapaino Uusimaa Oy
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Telephone +358-20-770 3643
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Material requirements digitalmaterial, pdf
Email kirjapaino.uusimaa@lehtiyhtyma.fi

DISCOUNT

Advertising agency receive a discount of 15%

CANCELLATION OF ADVERTISEMENTS

Before the closing day of the material

COMPLAINTS

14 day after publishing

TIMETABLE

Nr.	Closing day of material	Date of publication
1	26.01.	17.02.
2	08.03.	30.03.
3	29.03.	20.04.
4	03.05.	25.05.
5	04.06.	21.06.
6	06.08.	23.08.
7	07.09.	28.09.
8	03.10.	26.10.
9	25.10.	16.11.
10	30.11.	17.12.

DIMENSIONS OF ADVERTISEMENTS

Size	without marginals width x height	with marginals width x height
2/1 page	387 x 267 mm	426 x 303 mm
1/1 page	187 x 267 mm	216 x 303 mm
1/2 page horizontal	187 x 132 mm	216 x 153 mm
1/2 page vertical	91 x 267 mm	108 x 303 mm
1/3 page horizontal	187 x 85 mm	216 x 103 mm
1/4 page vertical	91 x 132 mm	(Including bleeds 3mm)
1/4 page horizontal	187 x 62 mm	
1/8 page	91 x 62 mm	

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BACKGROUND OF THE MAGAZINE

Koneyrittäjä (Machine entrepreneur) is a profession oriented magazine for logging, earth construction, peat production and woodenergy. The magazine is founded in 1969 by the forestry and Earth Moving Contractors which was the publisher of the magazine until 1994. Since 1994 the publisher has been Finnmetko Oy (Ltd).

Finnmetko Oy is a publishing company The Trade Association of Finish owned. Beside Koneyrittäjä Finnmetko Oy is in charge of well known Finnish heavy machine exhibition that takes place every second year in central Finland. The next exhibition is going to take place on 2012 More information about exhibition, www.finnmetko.fi

AME is a state wide organization representing the companies operating on the field of logging, earth construction, woodenergy and peat production.

The readers of Koneyrittäjä are machine entrepreneurs, contractors and drivers as well as professionals and decision makers on areas related with contracting or machinery on logging, earth construction, woodenergy and peat production.

The articles in Koneyrittäjä deal with machinery and technology in contracting, markets and business economics in contracting, social security of the entrepreneurs, service and spare parts as well as marketing companies. The themes 2012 are for example:

- nr. 1** Harvester technology. Used machines supplement.
- nr. 2** Earth construction machinery.
Catalogue of the machines available on the finnish market: harvesters, earth construction machinery, compact earth, construction machinery, crushers, chippers and heavy tractors.
Delivery at Maames 2012 fair, Tartu, Estonia.
- nr. 3** Delivery at Kuljetus 2012 fair, Jyväskylä, Finland.
- nr. 4** Energy Tecnology and tractors
Used machines supplement.
- nr. 5** Pre FinnMETKO 2012 fair, Finland.
Used machines supplement.
FinnMETKO 2012 fair catalogue.
- nr. 6** Delivery at FinnMETKO 2012 fair.
Used machines supplement.
- nr. 7** Report of FinnMETKO 2012 fair
- nr. 8** Forwarder technology.
- nr. 9** Energy technology.
- nr.10** Christmas-number, Koneyrittäjä-calender 2013,
However, every issue is written to give "something for everybody". The editorial staff of Koneyrittäjä consists of the editor in chief and subeditor supported by a group of permanent contributors.

DIGITAL MATERIAL FOR ADS

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Formats for material in digital form:

Programmes

We accept Adobe Acrobat PDF files (CMYK 2400 dpi) and from among Mac or PC formats the files PageMaker, QuarkXpress, InDesign, Illustrator and FreeHand. Please observe that Microsoft material (Word, Excel, PowerPoint) is not accepted!

Fonts

Adobe FontFolio 7.1 PostScript type, typeface 1. TrueType fonts are not accepted.

Pictures and graphics

As high resolution (300-600 dpi) CMYK pictures for formats EPS or TIFF. Do not use DCS mode or RGB pictures for EPS pictures.

Colours

The colour values are estimated as process colours (CMYK). The PMS colour chart is applied only, when extra colour is used in print.

Packaging

Programmes CompactPro or Stuffit for Mac, and PKZip for PC/Windows.

Delivery of material

On Zip- or CD-ROM, or digitally directly as follows:

Material for :

tiina.jarvinen@koneyrittajat.fi

ATTENTION! For separate ISDN-address please contact directly: Mrs. Saija Sihvola
Tel +358 20 770 3648.

Proof and draft

Do not forget to supplement the material with relevant information as well as proof and sample of colour.