Publisher
Finnmetko Oy
Sitratie 7, FIN-00420 Helsinki
Tel: +358 40 9009 410
www.koneyrittaja.fi

Editor in chief
Matti Peltola, +358 40 9009 412
matti.peltola@koneyrittajat.fi

Advertisement
Tiina Rajaniemi
Tel: 040 9009 420
tiina.rajaniemi@koneyrittajat.fi

Advertising service
Tapio Hirvikoski
Tel: +358 40 9009 417
tapio.hirvikoski@koneyrittajat.fi

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Orders
Office Tel: +358 40 900 9410
toimisto@koneyrittajat.fi

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PL 80
15101 Lahti
Tel: +358 50 5955 979

FinnMETKO 2022 -kävijäkysely:
"Tulen todellakin uudestaan"

2024

Koneyrittäjä
mediacard

Background of the magazine

Koneyrittäjä (Machine entrepreneur) is a profession oriented magazine for logging, earth moving, peat production and woodenergy. The magazine is founded in 1969 by The Trade Accociation of Finnish 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 owned by The Trade Association of Finnish Forestry and Earth Moving Contractors. Finnmetko Oy is in charge of well known Finnish heavy machine exhibition, FinnMETKO, that takes place every second year in central Finland. The next exhibition is going to take place on 2022 More information about exhibition, www.finnmetko.fi

The Trade Association of Finnish Forestry and Earth Moving Contractors is a state wide organization representing the companies operating on the field of logging, earth moving, 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 moving, 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.

Complaints

14 day after publishing

Discount

Advertising agency receive a discount of 15%

Prices, dimensions of advertisements

Size KONEYRITTÄJÄ	4-colour
I-cover 210 x 237mm + 3mm bleed	2719 €
IV-cover 210 x 267mm + 3mm bleed	2341 €
2/1 420 x 297mm + 3mm bleed	3276 €
1/1 210 x 297 mm + 3mm bleed 1/1 TEXT AREA 187 x 267 mm	2079 €
1/2 vertical 102 x 297mm + 3mm bleed 1/2 vertical TEXT AREA 91 x 267mm	1428 €
1/2 horizontal 210 x 147mm + 3mm bleed 1/2 horizontal TEXT AREA 187 x 132 mm	1428 €
1/4 vertical 91 x 132 mm	787 €
1/4 horizontal 187 x 62 mm	787 €
1/8 horizontal 91 x 62 mm	472 €

nr.	closing day of material	date of publication	The themes 2024 are for example
1.	23.1.	16.2.	Forest/logging, winter maintenance
2.	4.3.	28.3.	Delivery at Maamess 2024 fair, Tartu, maintenance and repair
3.	2.4.	29.4.	Earth moving, funding
4.	29.4.	27.5.	Energy Tecnology and tractors, driving forces
5.	3.6.	26.6.	FinnMETKO 2024 preview Summer Events
6.	5.8.	23.8.	Delivery FinnMETKO 2024
7.	10.9.	30.9.	Report FinnMETKO 2024
8.	4.10.	28.10.	Forest/logging
9.	28.10.	27.11.	Energy technology
10.	20.11.	20.12.	Christmas- number, Koneyrittäjä-calender 2025

1/1 PAGE FOR BLEED (210 X 297mm + 3mm bleed)	1/1 PAGE TEXT AREA (187 X 267mm)
1/2 VERTICAL PAGE FOR BLEED (102 X 297mm + 3mm bleed)	1/2 VERTICAL PAGE TEXT AREA (91 X 267mm)
1/2 HORIZONTAL PAGE FOR BLEED (210 X 147 mm + 3mm bleed)	1/2 HORIZONTAL TEXT AREA (187 X 132mm)
1/4 VERTICAL TEXT AREA (91 X 132mm) 1/4 HORIZONTAL TEXT AREA (187 X 62 mm)	1/8 HORIZONTAL TEXT AREA (91 X 62 mm)

Ky-calender 2024

KONEYRITTÄJÄT calender 2025	
1/1 PAGE FOR BLEED (80 X 160mm + 3mm bleed)	1/1 PAGE TEXT AREA (66 X 147mm)

closing day of material	publication	price +alv
7.8.	20.12.	840 € black-white advertisement

Cancellation of advertisements

Before the closing day of the material

DIGITAL MATERIAL FOR ADS

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 InDesign and Illustrator. 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.rajaniemi@koneyrittajat.fi

Proof and draft

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

Dimensions of printed area

Size of magazine	A4 210 x 297 mm
Printig process offset Screen	60 lines/cm²