

# EUROPÖRSSI

EARTHMOVING

COMMERCIAL VEHICLES

LIFTING EQUIPMENT

FOREST MACHINES

INDEX



## Take full advantage of the adverts

Europörssi brings the best advertising results to vendors and importers of transport equipment and machinery. Eight out of ten readers are purchasing decision-makers.

Reader survey

## The best advertising media for transport equipment and machinery!

(Innolink Research Oy, June 2009)

### Finland's biggest in its category

Target:

- EARTHMOVING EQUIPMENT
- COMMERCIAL VEHICLES
- VANS
- SPECIAL PURPOSE VEHICLES
- LIFTING EQUIPMENT
- FOREST MACHINES
- BIOENERGY
- ESTATE MANAGEMENT EQUIPMENT
- ENVIRONMENTAL EQUIPMENT
- RECYCLING

Trade magazine for transport, earthmoving, forest machine and lifting equipment entrepreneurs

PRINT RUN  
**52.000**



The magazine and news online at [www.europorssi.com](http://www.europorssi.com)

#### Material and publishing dates 2011

Issue no	1	2	3	4	5	6	8	9	10	11	12
Material deadline	5.1.	3.2.	2.3.	30.3.	27.4.	25.5.	3.8.	31.8.	28.9.	26.10.	23.11.
Mailing date	20.1.	17.2.	16.3.	13.4.	11.5.	8.6.	17.8.	14.9.	12.10.	9.11.	7.12.

## Finland's largest circulation

Trade magazine for transport, earthmoving, forest machine and lifting equipment entrepreneurs

## PRINT RUN 52.000

### Prices 2012

Size	b/w
1/8 page	€ 390
1/4 page	€ 707
1/3 page	€ 979
1/2 page	€ 1.194
1/1 page	€ 1.845
1/2 spread	€ 1.950
Full spread	€ 3.290
Front cover	€ 2.507
Back cover	€ 2.003
Column Ad./mm	€ 3,50

### Inserts

Insert prices by separate agreement. Inserts can be targeted to specific audiences, sectors or distribution areas.

+ VAT 23 %. Advertising agency discount -15 %

#### COMMERCIAL VEHICLES 28,500

- Truck, bus and coach operators
- Transport contractors and operators
- Lumber transport contractors
- Heavy vehicle servicers

#### EARTHMOVING, LIFTING AND FOREST MACHINERY, BIOENERGY 19,250

- Excavation, crushing and earthmoving contractors
- Mobile crane and forest harvesting machinery contractors
- Vehicle mounted cranes

#### ESTATE AND ENVIRONMENTAL MAINTENANCE, RECYCLING 1,000

#### MANUFACTURERS AND DISTRIBUTORS 700

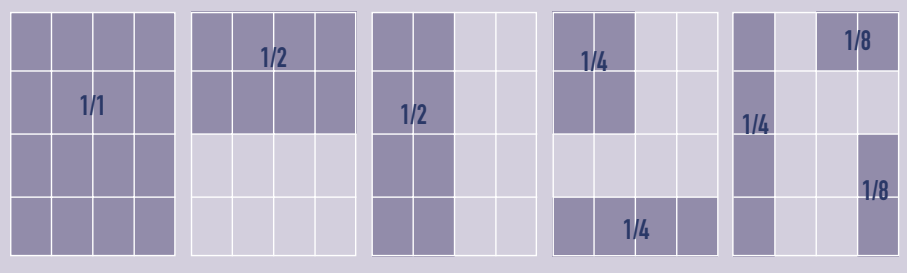
- Vehicle and earthmoving equipment dealers
- Forest machinery manufacturers and distributors
- Spare parts suppliers and wreckers

#### PUBLIC SECTOR 950

- Municipal authorities
- Road administration
- Power and telecom utilities

#### RUSSIA AND THE BALTIC STATES 1,500

### Advertisement formats



size	mm	mm	mm
1/8 page	43 x 130	90 x 65	
1/4 page	43 x 265	90 x 130	185 x 65
1/3 page	185 x 90	90 x 180	
1/2 page	90 x 265	185 x 130	137 x 180
1/1 page	185 x 265	210 x 297	
1/2 spread	390 x 130		
2/1 spread	390 x 265	420 x 297	

### Material requirements

Programs: QuarkXPress (Mac), Freehand, Illustrator

Colours: We use 4-colour CMYK process colours (cyan, magenta, yellow, black). Define all colours in proportional percentages.

Pictures and logos: Always send on diskette as original file. Pictures and graphics for ad materials must be defined as CMYK colours and be in TIFF, EPS or JPEG format. Resolution of scanned pictures must be 300 dpi in 1/1.

Fonts: Fonts must be defined, or text must be converted into graphic format. Do not use electronic typefaces or TrueType fonts. Always supply fonts along with PDF files.

NB! EPS and PDF: We do not make any changes to your supplied files. Should you wish to make corrections or changes in your advertisement, please deliver new materials.

Proof and cover note: Materials delivered in digital format must always be accompanied by an identical paper proof and a cover note defining the programs and fonts used.

File packing: Stuffit, ZIP

Diskettes: CD / DVD

Supply digital materials to:  
ep@europorssi.com

Material transfer:  
<http://aineisto.europorssi.com>

Other materials:  
Europörssi, Tampereentie 484, FI-33880 Lempäälä, Finland

Contacts:  
Tel. +358 207 579 700, fax 0207 579 701

### Technical data

Size	A4, 210 x 297 mm
Printing area	185 x 265 mm
Column width	1 column = 43 mm 2 columns = 90 mm 3 columns = 138 mm 4 columns = 184 mm
Printing method	Heatset rotation
Screen density	48 lines/cm, 4-colour 54-60 lines/cm
Binding	Stapling