

# EUROPÖRSSI

MEDIA 2023



## Market leader on HEAVY MACHINERY

During our 28 years on the construction and transport industry we have successfully grown to #1 and been able to keep the spot.

We have the largest targeted distribution in print and digital form in the field in Finland, 53 000 printed copies + digital distribution 11 times per year.

Our free subscription assures that your message reaches its targeted audience fully. The proof of reachability can be found on latest independent marketing study by Taloustutkimus, performed on March 2022.



# Print circulation 53 000 kpl

+ digital distribution

## Material deadlines and publishing schedule 2023

Issue no	1	2	3	4	5	6	8	9	10	11	12
Material deadline	5.1.	3.2.	3.3.	31.3.	28.4.	26.5.	4.8.	1.9.	29.9.	27.10.	24.11
Mailing date	20.1.	17.2.	17.3.	14.4.	12.5.	9.6.	18.8.	15.9.	13.10.	10.11.	8.12.

### PRINT CIRCULATION 53 000 COPIES:

#### ■ COMMERCIAL VEHICLES: 30 150

Truck, bus and coach operators, transport contractors and operators, lumber transport contractors, heavy vehicle servicers

#### ■ EARTHMOVING, LIFTING AND FOREST MACHINERY, BIOENERGY: 20 300

Excavation, crushing and earthmoving contractors, mobile crane and forest harvesting machinery contractors, vehicle mounted cranes, farmers

#### ■ ESTATE AND ENVIRONMENTAL MAINTENANCE, RECYCLIN: 1000

#### ■ MANUFACTURERS AND DISTRIBUTORS: 650

Vehicle and earthmoving equipment dealers, forest machinery manufacturers and distributors, spare parts suppliers and wreckers

#### ■ PUBLIC SECTOR: 900

Municipal authorities, road administration, power and telecom utilities

### PRICES

Size	Price
2/1 .....	4 164 €
1/1 .....	2 352 €
1/2 .....	1 524 €
1/3 .....	1 222 €
1/4 .....	888 €
1/8 .....	502 €
Front cover .....	4 860 €
Back cover.....	3 180 €
Column Ad./mm.....	4.80 €
Location by request	+15 %
	+ VAT

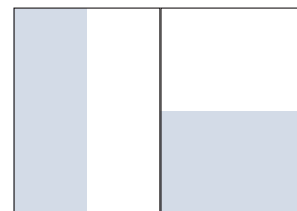


2/1  
420 x 297 mm



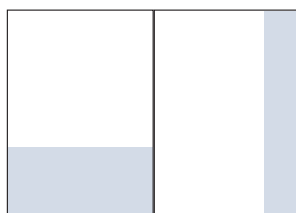
1/1  
210 x 297 mm

Front cover  
210 x 232 mm  
Back cover  
210 x 267 mm



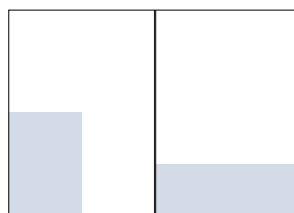
1/2 page  
90 x 265 mm  
103 x 297 mm

1/2 page  
184 x 130 mm  
210 x 146 mm

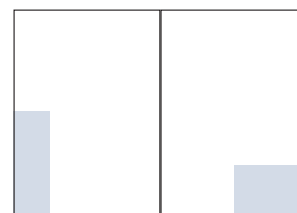


1/3 page  
184 x 87 mm  
210 x 102 mm

1/4 page  
43 x 265 mm



1/4 page  
90 x 130 mm  
184 x 65 mm



1/8 page  
43 x 130 mm  
90 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 4-colour CMYK process colours.  
Supply digital materials to: [ep@europorssi.com](mailto:ep@europorssi.com)



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