

# ***koneviesti***

**Media information 2025**





# KONEVIESTI

– the magazine for the machinery professionals and enthusiasts

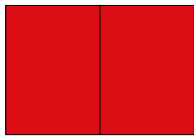
Koneviesti is a professional media focused on agricultural, forestry and construction machinery, and the people and phenomena related to them. This high-quality magazine is published **14 times a year**. Koneviesti.fi website is constantly updated and contains news and extensive articles about the machinery world. The most respected media in the sector offers target groups that cannot be found elsewhere! The printed Koneviesti reaches **123 300 readers**, and including online, the **total reach is 169 700** (NRS 2024).

## Publication Schedule and Themes 2025

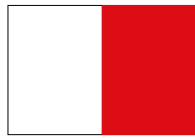
ISSUE	PUBLICATION DATE	MATERIAL DEADLINE	THEMES
1	20.1.2025	3.1.2025	<b>Earthmoving machinery 1</b> , small loader comparison. New technology, measurement, positioning, automation.
2	17.2.2025	31.1.2025	New energy solutions. <b>Agricultural machinery 1</b> : spring work machines, harrowing, fertilization, sowing.
3	10.3.2025	21.2.2025	Tractor issue: <b>maintenance and repair</b> , engine technology.
4	31.3.2025	14.3.2025	<b>Agricultural machinery 2</b> : summer machines, grass choppers, crushers.
5	28.4.2025	7.4.2025	Energy and construction. Livestock farming. <b>Earthmoving machinery 2</b> .
6	19.5.2025	30.4.2025	Transport and loading. Environment and road maintenance. Tires. <b>Forestry machinery 1</b> .
7	16.6.2025	30.5.2025	<b>Maintenance and repair</b> . Okra fair preview. Summer extra.
8	21.7.2025	4.7.2025	Green machines and property maintenance. Trailers. Tires.
9	18.8.2025	1.8.2025	Machinery contracting. <b>Earthmoving machinery 3</b> .
10	15.9.2025	29.8.2025	<b>Harvesting 1</b> , forage harvesting. <b>Forestry machinery 2</b> .
11	6.10.2025	19.9.2025	Autumn pre-sales. Preparations for winter. <b>Agricultural machinery 3</b> . Soil, autumn tillage and sowing.
12	3.11.2025	17.10.2025	<b>Maintenance and repair</b> . Construction. <b>Harvesting 2</b> . Combine harvesters.
13	1.12.2025	14.11.2025	Road maintenance. Snowmobiles. <b>Forestry machinery 3</b> . Agritechnica fair.
14	15.12.2025	28.11.2025	Classical tractors and machinery.

# Ad Sizes and Prices 2025

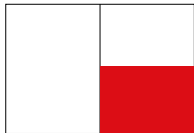
Sizes for margin / trim (+5 mm bleeds)  
Specified position surcharge +15%



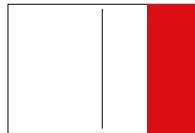
**Spread**  
420 x 275 mm  
450 x 300 mm + 5 mm  
**7 339 €**



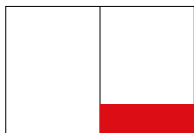
**1/1 page (2./3.page)**  
195 x 275 mm  
225 x 300 mm + 5 mm  
**4 399 €**  
(5 239 € / multichannel 6 989 €\*)



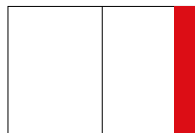
**1/2 page, horizontal**  
195 x 130 mm  
225 x 140 mm + 5 mm  
**2 615 €**



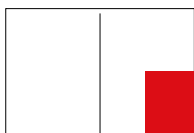
**1/2 page, vertical**  
95 x 275 mm  
110 x 300 mm + 5 mm  
**2 615 €**



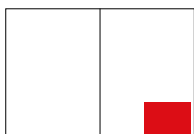
**1/4 page, horizontal**  
195 x 65 mm  
225 x 80 mm + 5 mm  
**1 459 €**



**1/4 page, vertical**  
45 x 275 mm  
60 x 300 mm + 5 mm  
**1 459 €**



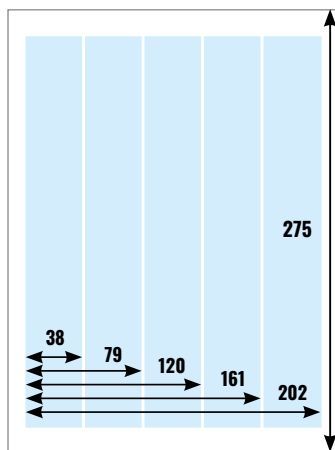
**1/4 page, corner**  
95 x 130 mm  
110 x 140 mm + 5 mm  
**1 459 €**



**1/8 page, horizontal**  
110 x 65 mm  
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**829 €**



**Back cover**  
225 x 270 mm + 5 mm  
**5 659 €**  
multichannel **7 409 €\***



## Classified ads

Width dimensions of the materials after the text.

## Ad prices per cmm

B&W .....2,90 €  
4-colour .....3,40 €

## Annual ads

B&W .....2,30 €  
4-colour .....2,90 €

Line ads ..... 6,30 €/line

**Print material delivery:**  
**aineistot@koneviesti.fi**

# KONEVIESTI.FI

– all about machinery



Koneviesti.fi website reaches **approx. 36 000** machinery professionals every week <sup>(GA4/2024)</sup>. Display, video, and native advertising offer ways to reach visitors efficiently and in a versatile manner. The Konevertailu comparisons of Koneviesti.fi are comprehensive and unique, as is the nationally significant archive of old articles. The site's additional materials also include videos and unpublished content. Like the magazine, Koneviesti.fi is a forum for heavy-duty professionals that serves and helps with everyday problems.

## Display

**Maxi Parade** 980x552px, mobile 300x431px, max. 100kb / HTML 200kb  
Price **CPM 39 €** (RON 30 €)  
– also in-banner video

**Parade** 980x400px, mobile 300x300px, max. 100kb / HTML 200kb  
Price **CPM 36 €** (RON 27 €)  
– also in-banner video

**Panorama** 980x120px, mobile 300x150px, max. 100kb / HTML 200kb  
Price **CPM 24 €** (RON 18 €)

**Giant Rectangle** 468x400px, mobile 300x300px, max. 100kb / HTML 200kb  
Price **CPM 18 €** (RON 13,50 €)  
– also in-banner video

**Skyscraper** 160x600px, mobile 300x300px, max. 100kb / HTML 200kb  
Price **CPM 24 €** (RON 18 €)

**Wide Skyscraper** 300x600px, max. 100kb / HTML 200kb  
Price **CPM 24 €** (RON 18 €)

**Full Page** 620x891px, Responsive – the same material scales to tablet and mobile.  
Price **CPM 32 €** (RON 24 €)

\* **Multichannel Cover** 718x869px, image only (jpg, png), max. 200kb.  
Price multichannel **1 750 €**, or digi only **2 150 €** / publication interval

## Interactive banner advertising

**Fluid Skin** (desktop only)  
Price **CPM 46 €** / RON 34 €

**Topscroll**  
Price **CPM 43 €** / RON 32 €

**Midscroll**  
Price **CPM 35 €** / RON 26 €

**Mobile Reel Expander** (mobile only)  
Hinta **CPM 43 €** / RON 32 €

## Digital materials:

<10MB by email

**verkkoaineistot@viestimedia.fi**

>10MB Owncloud material transfer service. For the transfer of ad materials you need a link, which you can request from: **verkkoaineistot@viestimedia.fi** or +358 20 423 2321

## Video advertising

### Outstream

**Outstream** or article videos are displayed alongside article content regardless of the device, separated by advertising text.

**CPM 32 €**

### Native

Native article brings your content to the Koneviesti.fi online service, in a relevant and interesting media environment.

**590 € / week**

Recommended campaign length at least two weeks.

## Koneviesti newsletter

Koneviesti.fi newsletter is published the day after the printed magazine is published. More than 10,000 individual subscribers in total.

Ad size 600x160px or 300x300px, max. 40kb.

**900 € / send-out**

## Konepodii podcast

Konepodii is Koneviesti's podcast, focusing on machines and technology. With an audio advertisement in Konepodii, you bring your brand to the right target group in a safe media environment. **Ask your contact person for more information!**

## Material instructions:





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Viestimedia Oy is Finland's leading producer of content related to agricultural and forestry topics. Our main products include the newspaper Maaseudun Tulevaisuus, the magazines Koneviesti and Aarre, as well as the websites MT.FI and koneviesti.fi.

viestimedia.fi | Simonkatu 6 (PO Box 440), FI-00100 HELSINKI | +358 20 413 2100 | Since 1916