

koneviesti

Media information 2025





KONEVIESTI

– the magazine for the machinery professionals and enthusiasts

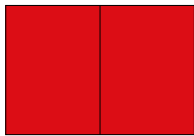
Koneviesti is a professional media focused on agricultural, forestry and construction machinery, and the people and phenomena related to them. This high-quality magazine is published **14 times a year**. Koneviesti.fi website is constantly updated and contains news and extensive articles about the machinery 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

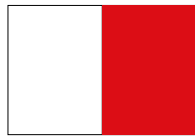
ISSUE	PUBLICATION DATE	MATERIAL DEADLINE	THEMES
1	20.1.2025	3.1.2025	Earthmoving machinery 1 , small loader comparison. New technology, measurement, positioning, automation.
2	17.2.2025	31.1.2025	New energy solutions. Agricultural machinery 1 : spring work machines, harrowing, fertilization, sowing.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

Ad Sizes and Prices 2025

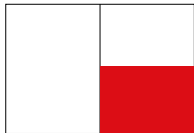
Sizes for margin / trim (+5 mm bleeds)
Specified position surcharge +15%



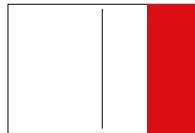
Spread
420 x 275 mm
450 x 300 mm + 5 mm
7 339 €



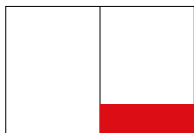
1/1 page (2./3.page)
195 x 275 mm
225 x 300 mm + 5 mm
4 399 €
(5 239 € / multichannel 6 989 €*)



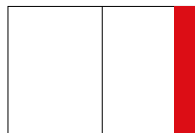
1/2 page, horizontal
195 x 130 mm
225 x 140 mm + 5 mm
2 615 €



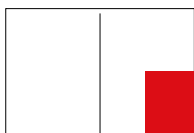
1/2 page, vertical
95 x 275 mm
110 x 300 mm + 5 mm
2 615 €



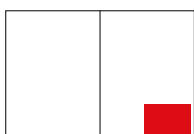
1/4 page, horizontal
195 x 65 mm
225 x 80 mm + 5 mm
1 459 €



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 €

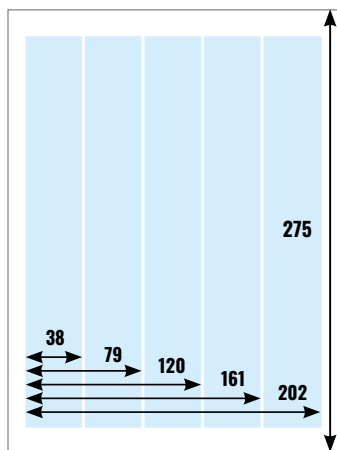


1/8 page, horizontal
110 x 65 mm

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

KONEVIESTI.FI

– all about machinery



Koneviesti.fi website reaches **approx. 29 000** machinery professionals every week ^(GA4/2025). 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 €

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!**

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

Material instructions:



Print material delivery:
aineistot@koneviesti.fi



Maija Syyrakki
Sales Director
maija.syyrakki@viestimedia.fi
+358 40 484 1211



Pirjo Haapanen
Sales Group Manager
pirjo.haapanen@viestimedia.fi
+358 40 743 0556



Hannu Toivonen
Sales Group Manager
hannu.toivonen@viestimedia.fi
+358 400 120 571



Sinikka Haverinen
Sales Manager
sinikka.haverinen@viestimedia.fi
+358 50 330 4677



Elias Kaase
Sales Manager
elias.kaase@viestimedia.fi
+358 50 310 3968



Jukka Mäkitalo
Key Account Manager
jukka.makitalo@viestimedia.fi
+358 50 321 7812



Juho-Mikko Syväniemi
Sales Manager
juho-mikko.syvaniemi@viestimedia.fi
+358 45 155 9070



Anna-Liisa Vehkaoja
Marketing and Research Manager
anna-liisa.vehkaoja@viestimedia.fi
+358 40 729 1335



Janne Vierimaa
Sales Manager
janne.vierimaa@viestimedia.fi
+358 44 970 4578



Maija Virta
Programmatic Manager
maija.virta@viestimedia.fi
+358 40 561 4574

SALES SERVICE
+358 20 413 2321
aineistot@koneviesti.fi

ONLINE SERVICE / ADOPS
verkkoaineistot@viestimedia.fi



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