

kone*viesti*

Media information 2026





Koneviesti – 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 **12 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 **137 000 readers**, and including online, the **total reach is 186 000**. (NRS 2025)

Koneviesti has acquired the legendary Konedata.net web service as part of Koneviesti.fi

Konedata is a reliable and comprehensive online service, that agricultural machinery professionals and enthusiasts use to find accurate technical information and compare machine features before making purchasing decisions. The service **covers tractors and combine harvesters on the Finnish market** since the early 1940's. Konedata is being actively developed accordance with the wishes of current users. An English version is already available, and new product groups and an effective comparison function will be added to it, making finding the right machine even easier and faster.



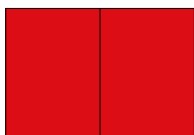
Publication Schedule and Themes 2026

ISSUE	PUBLICATION	MATERIALS	THEMES
1	12.1.2026	23.12.2025	Construction machinery 1. New technology, measurement, positioning, automation.
2	9.2.2026	23.1.2026	New energy solutions. Agricultural machinery 1: tillage, fertilization, sowing. Forestry machinery 1.
3	16.3.2026	27.2.2026	Tractor issue. Maintenance and repair , engine technology.
4	13.4.2026	27.3.2026	Agricultural machinery 2: plant weeders, lawn mowers, crushers.
5	18.5.2026	30.4.2026	Construction machinery 2. Energy and construction, livestock.
6	15.6.2026	29.5.2026	Environment, green machinery and road maintenance. Summer extra. Forestry machinery 2.
7	13.7.2026	26.6.2026	Maintenance and repair. Trailers, tires.
8	24.8.2026	7.8.2026	Construction machinery 3. Machinery contracting, property management. FinnMETKO-exhibition.
9	14.9.2026	28.8.2026	Harvesting 1. Forage harvesting.
10	5.10.2026	18.9.2026	Autumn pre-sale. Agricultural machinery 3. Soil, autumn tillage and sowing.
11	16.11.2026	30.10.2026	Harvesting 2. Combine harvesters. Forestry machinery 3. Construction. Snowmobiles.
12	14.12.2026	27.11.2026	Classical tractors and machinery. Maintenance and repair.

Ad Sizes and Prices 2026

Sizes M: margin / T: trim (+5 mm bleeds)

Specified position surcharge +15%

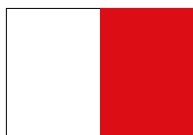


Spread

M: 406 x 258 mm

T: 450 x 300 mm + 5 mm

7 339 €



1/1 page (2./3.cover)

M: 184 x 258 mm

T: 225 x 300 mm + 5 mm

4 399 € (5 239 €, multi-channel 6 989 €*)

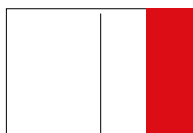


1/2 page, horizontal

M: 184 x 126 mm

T: 225 x 144 mm + 5 mm

2 615 €

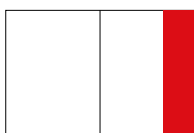


1/2 page, vertical

M: 89 x 258 mm

T: 111 x 300 mm + 5 mm

2 615 €



1/3 page, vertical

M: 58 x 258 mm

T: 80 x 300 mm + 5 mm

1 950 €

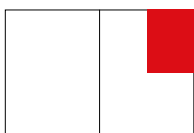


1/4 page, horizontal

M: 184 x 67 mm

T: 225 x 86 mm + 5 mm

1 459 €

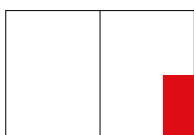


1/4 page, corner

M: 89 x 126 mm

T: 111 x 150 mm + 5 mm

1 459 €



1/6 page, vertical

M: 58 x 120 mm

T: 80 x 144 mm + 5 mm

1 170 €

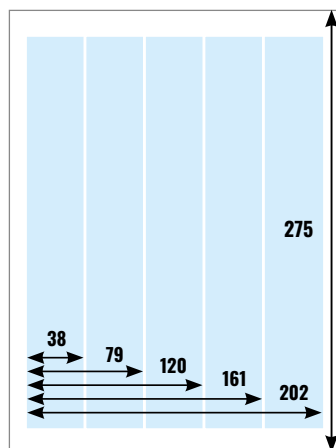


Back cover

T: 225 x 270 mm + 5 mm

5 659 €

multi-channel **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 ad

B&W 2,30 €

4-colour 2,90 €

Line ads 6,30 €/line

KONEVIESTI.FI

- all about machinery

Koneviesti.fi website reaches **approx. 43 000** 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 is 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 200k.

Price **CPM 39 €** (RON 30 €)

- also in-banner video

Parade 980x400px, mobile 300x300px, max. 100kb / HTML 200k

Price **CPM 36 €** (RON 27 €)

- also in-banner video

Panorama 980x120px, mobile 300x150px, max. 100kb / HTML 200k

Price **CPM 24 €** (RON 18 €)

Giant Rectangle 468x400px, mobile 300x300px, max. 100kb / HTML 200k

Price **CPM 18 €** (RON 13,50 €)

- also in-banner video

Skyscraper 160x600px, mobile 300x300px, max. 100kb / HTML 200k

Price **CPM 24 €** (RON 18 €)

Wide Skyscraper 300x600px, max. 100kb / HTML 200k

Price **CPM 24 €** (RON 18 €)

Full Page 620x891px, image only (jpg, png, gif), max. 150kb

Price **CPM 32 €** (RON 24 €)

*Multi-channel Cover

718x869px, image only (jpg, png), max. 200kb

Price multi-channel **1 750 €**, or digi only **2 150 €** / publication interval

Rich Media solutions

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)
Price **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

Konepod podcast

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

See material instructions:



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

Print material delivery:
aineistot@koneviesti.fi



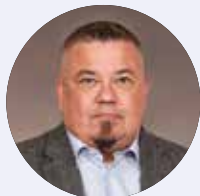
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Viestimedia Oy is Finland's leading producer of content related to agricultural, forestry and detached house living topics. Our main products are the news media Maaseudun Tulevaisuus, its monthly supplements Kantri and Suomalainen Maaseutu, MT Hevoset, the magazines Koneviesti and Metsänomistajan Aarre, as well as the websites MT.FI and koneviesti.fi.

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