koneviesti 75 VUOTTA

Media information 2027







Koneviesti – magazine for the machinery professionals

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 **125 100 readers**, and including online, the **total reach is nearly 150 000**. (NRS 2026)

Konedata.net-palvelu osana Koneviesti.fi:tä

Konedata's comprehensive database contains precise technical information on all tractors and combine harvesters on the Finnish market up until the early 1940s. The service is constantly evolving, listening to the needs of users. An English version is already available, and new product groups and an effective comparison function are coming, making finding the right machine even easier and faster.

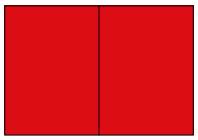


Publication Schedule and Themes 2027

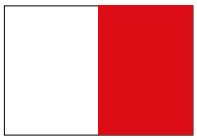
ISSUE	PUBLICATION	MATERIALS	THEMES
1	18.1.2027	30.12.2026	Construction machinery 1. New technology, automation, measurement.
2	15.2.2027	28.1.2027	Agricultural machinery 1: tillage, fertilization, sowing. Forestry machinery 1. Winter maintenance.
3	15.3.2027	25.2.2027	Tractor issue. Maintenance and repair 1.
4	12.4.2027	23.3.2027	Agricultural machinery 2: plant protection, lawn mowers, crushers. Construction machinery 2. Tires.
5	10.5.2027	22.4.2027	Livestock, energy. Road maintenance.
6	14.6.2027	27.5.2027	Maintenance and repair 2. Tools. Summer extra.
7	12.7.2027	23.6.2027	Environmental and green machinery. Trailers. Forestry machinery 2.
8	23.8.2027	5.8.2027	Construction machinery 3. Machinery contracting, real estate. Vehicles.
9	20.9.2027	2.9.2027	Livestock, real estate. KoneAgria advance.
10	11.10.2027	23.9.2027	Harvest. Snowmobiles. Autumn pre-sale. Agritechnica-advance. **Koneviesti 75 years special issue.**
11	29.11.2027	11.11.2027	Agricultural machinery 3. Soil, autumn tillage and sowing. Forestry machinery 3.
12	13.12.2027	25.11.2027	Classical tractors, tools. Maintenance and repair 3.

Ad Sizes and Prices 2027

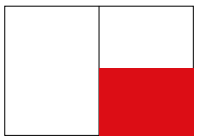
Sizes M: margin / T: trim (+5 mm bleeds)
Specified position surcharge +15 %. Changes possible.
Value added tax (VAT) is added to the prices.



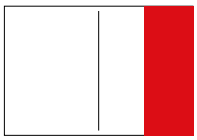
Spread
M: 406 x 258 mm
T: 450 x 300 mm + 5 mm
7 490 €



1/1 page (2./3.page)
M: 184 x 258 mm
T: 225 x 300 mm + 5 mm
4 490 € (**5 340 €**)
multichannel **7 125 €***



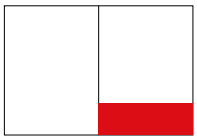
1/2 page, horizontal
M: 184 x 126 mm
T: 225 x 144 mm + 5 mm
2 670 €



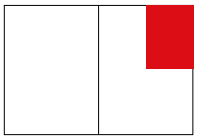
1/2 page, vertical
M: 89 x 258 mm
T: 111 x 300 mm + 5 mm
2 670 €



1/3 page, vertical
M: 58 x 258 mm
T: 80 x 300 mm + 5 mm
1 989 €



1/4 page, horizontal
M: 184 x 67 mm
T: 225 x 86 mm + 5 mm
1 490 €



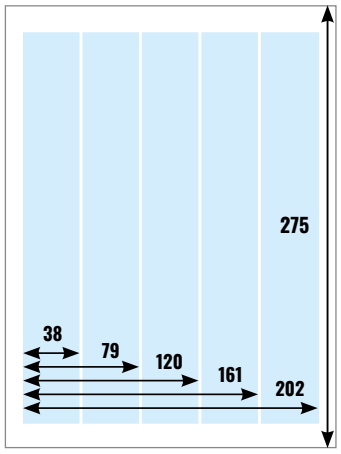
1/4 page, corner
M: 89 x 126 mm
T: 111 x 150 mm + 5 mm
1 490 €



1/6 page, vertical
M: 58 x 120 mm
T: 80 x 144 mm + 5 mm
1 193 €



Back cover
L: 225 x 270 mm + 5 mm
5 770 €
multichannel **7 555 €***



Classified ads

Width dimensions of the materials after the text.

Ad prices per cmm

B&W ..... 3,00 €
4-colour ..... 3,50 €

Annual ad

B&W ..... 2,35 €
4-colour ..... 2,95 €

Line ads ..... 6,40 €/line

Print material delivery:
aineistot@koneviesti.fi

KONEVIESTI.FI
– all about machinery



Koneviesti.fi website reaches **approx. 40 000** machinery professionals every week.(GA4/2026)
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 200kb.
Price **CPM 40 €** (RON 31 €)
– also in-banner video

Parade 980x400px, mobile 300x300px, max. 100kb / HTML 200kb
Price **CPM 37 €** (RON 28 €)
– also in-banner video

Panorama 980x120px, mobile 300x150px, max. 100kb / HTML 200kb
Price **CPM 25 €** (RON 19 €)

Giant Rectangle 468x400px, mobile 300x300px, max. 100kb / HTML 200kb
Price **CPM 19 €** (RON 14 €)
– also in-banner video

Skyscraper 160x600px, mobile 300x300px, max. 100kb / HTML 200kb
Price **CPM 25 €** (RON 19 €)

Wide Skyscraper 300x600px, max. 100kb / HTML 200kb
Price **CPM 25 €** (RON 19 €)

Full Page 620x891px, image only (jpg, png, gif), max. 150kb
Price **CPM 33 €** (RON 25 €)

***Multichannel Cover**
718x869px, image only (jpg, png), max. 200kb
Price multichannel **1 785 €** or digi only **2 195 €** / publication interval

See material instructions: www.viestimedia.fi/mainostajalle

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

Rich Media solutions

Fluid Skin (desktop only)
Price **CPM 47 €** / RON 35 €

Topscroll
Price **CPM 44 €** / RON 33 €

Midscroll
Price **CPM 36 €** / RON 27 €

Mobile Reel Expander (mobile only)
Price **CPM 44 €** / RON 33 €

Cube
Price **CPM 44 €** / RON 33 €

Fluid Product Carousel
Price **CPM 47 €** / RON 35 €

Video advertising

Outstream

Outstream or article videos are displayed alongside article content regardless of the device, separated by advertising text.
CPM 33 € (RON 25 €)

Native

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

600 € / 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!

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

920 € / send-out

Konepodi podcast

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



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



Antti Karvonen
Sales Manager
antti.karvonen@viestimedia.fi
+358 50 565 0940



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



Maija Tuomala
Sales Manager
maija.tuomala@viestimedia.fi
+358 40 663 8473



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



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



Timo Vinkki
Sales Manager
timo.vinkki@viestimedia.fi
+358 400 339 740



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



Sari Koskelainen
Sales Service Manager
sari.koskelainen@viestimedia.fi
+358 20 413 2288

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

ONLINE SERVICE / ADOPS
verkkoaineistot@viestimedia.fi



VIESTIMEDIA

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.

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