



# KULJETUS LOGISTIIKKA

MEDIA INFORMATION 2021

KULJETUSLEHTI.FI

## DISTRIBUTION SCHEDULE

N:o	Material date	Distrib.
1	12.02.2021	week 8
2	25.03.2021	week 15
3	16.06.2021	week 24
4	10.09.2021	week 37
5	05.11.2021	week 45
6	07.12.2021	week 50

## Journalists

Sari Järvinen  
Sari Putkonen  
Virpi Adamson  
Jyrki Tuominen  
Päivi Haavisto  
Merja Maansalo

In addition to permanent journalists we also have several professionals and entrepreneurs from different sectors writing for us.

## Contact - Office

### Kuljetus-Logistiikka

Artturinkatu 2, BOX 29  
20200 TURKU Finland

+358 40 717 5686  
magazine@kuljetuslehti.fi

### EDITOR IN CHIEF

Merja Toivola

+358 40 717 5686  
merja@kuljetuslehti.fi

### SUB-EDITOR

Mari Lehtinen

+358 40 717 5686  
office@kuljetuslehti.fi

Print: ISSN 1458-1088  
Online: ISSN 1798-7962

## Marketing

### Media sales

+358 40 717 5686  
+358 40 5585 733  
sales@kuljetuslehti.fi

### DISTRIBUTION

Companies in the sectors of Logistics and technology industry. Targeted special deliveries, events and exhibitions.

### CIRCULATION

36 400

**The magazine is also available as online publication.**

Product is ISO 9001 compliant

## Magazine

Kuljetus & Logistiikka is a magazine targeted for professionals in logistics and related fields.

The Magazine deals with wide variety of topics in transport and logistics, the future of the industry, with lighter subjects included.

During 2021, being the 24th year of publishing, the magazine will have 6 issues. Every year we are actively involved in several events of the industry.

Online, you can find us at our new address ***kuljetuslehti.fi***

**Kuljetus ja Logistiikka -  
By Land, Sea and Air.**

## Examples of subjects published in this magazine

CONTAINER TRANSPORT  
TRANSPORT EQUIPMENT  
SPECIAL TRANSPORT  
CUSTOMS AND FORWARDING

CROSS-BORDER TRANSPORT  
LOCAL TRANSPORT  
FINANCE AND INSURANCE  
PALLETS

LOADING SUPPLIES  
FORKLIFTS  
WAREHOUSE SERVICES  
STORAGE SYSTEMS

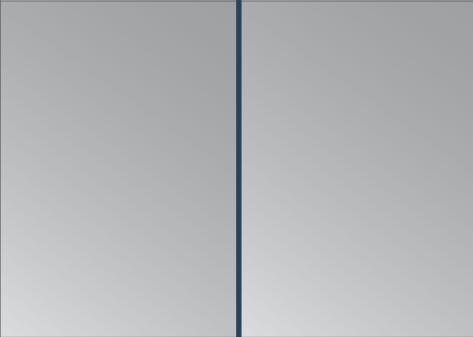
STEVEDORING  
NEW INVENTIONS  
PORTS  
LEGISLATION

SAFETY, SECURITY  
ICT IN LOGISTICS  
EDUCATION IN LOGISTICS  
WORK WELFARE



# MEDIA INFORMATION 2021 - PRINT

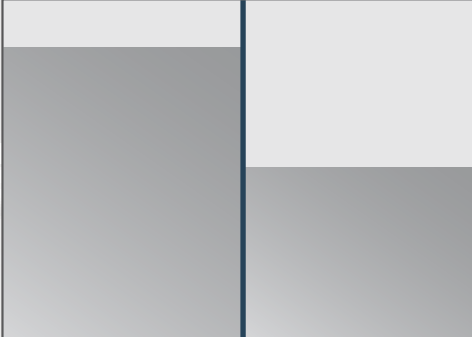
## AD SIZES



**Spread 2/1**  
420 x 297 mm

**Full page 1/1**  
210 x 297 mm

**In text**  
186 x 270 mm




**Front page**  
210 x 255 mm

**1/2 horizontal**  
210 x 150 mm

**Back cover**  
210 x 270 mm

**In text**  
186 x 130 mm

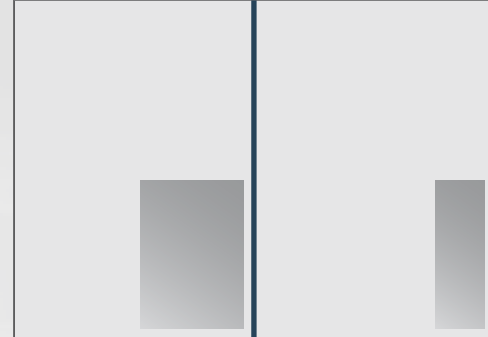


**1/2 vertical**  
103 x 297 mm

**1/3 vertical**  
75 x 297 mm

**In text**  
91 x 270 mm

**In text**  
60 x 270 mm



**1/4 page ad**  
91 x 130 mm

**1/8 page ad**  
43 x 130 mm

**Sizes marked in Red**  
- please add a 3mm bleed.

## TECHNICAL INFORMATION

<b>Size</b>	210 x 297 mm
<b>Covers</b>	120 g
<b>Inner pages</b>	90 g LWC
<b>Inserts</b>	Stitching, glue drop, loose insert, packaged

## MATERIAL DELIVERY

Properly sized and print ready material in PDF format, colors in CMYK, resolution 300 dpi.

Please attach contact information with material.

Must be delivered by Material date

**E-mail:** aineisto@kuljetuslehti.fi

**Line:** Shared from dropbox or similar

Insert distrib. according to agreement.

## PRINT

NEEF + STUMME  
Premium Printing GmbH & Co. KG

Circulation: 36 400(print+online)  
Product is ISO 9001 compliant

## ADVERTISEMENT PRICES

Placement	Size	Price
<b>Spread</b>	2 / 1	3200 €
<b>Back page</b>	1 / 1	2960 €
<b>2nd page</b>	1 / 1	2196 €

## AD PRICES - INNER PAGES

Placement	Size	Price
<b>Inner pages</b>	1 / 1	1900 €
	1 / 2	1300 €
	1 / 3	800 €
	1 / 4	650 €
	1 / 8	400 €

## DISTRIBUTION SCHEDULE

N:o	Material date	Distrib.
1	12.02.2021	week 8
2	25.03.2021	week 15
3	16.06.2021	week 24
4	10.09.2021	week 37
5	05.11.2021	week 45
6	07.12.2021	week 50

## EVENTS

No events confirmed for the year 2021

VAT 24 % will be added to prices  
Ad agency discount -20 %



# MEDIA INFORMATION 2021 - ONLINE

## AD PLACEMENTS

AD PLACEMENTS		
Placement	Size	Price / 1 Mo
Panorama	1920 x 580	800 €
News parade	985 x 380	575 €
Skyscraper	250 x 750	380 €
Large rectangle	405 x 500	240 €
Small rectangle	405 x 360	195 €

VAT of 24 % will be added to prices  
Add agency discount -20 %

We also do custom ad placements not listed above.

OTHER ADS		
Product	Size	Price
Uutiskirje	600 x Acc. agreement	from 550 € / time
<b>Overtaking the page</b>		<b>2250 € / Mo</b>
Inc. background, news article, primary placements of banners. Also other solutions negotiable.		
Newsletter is delivered to a select group of readers, which consists of a large group of decision makers in Transport & Logistics -sectors.		

SIZES ON MOBILE		
Placement	Size	Aspect ratio
Panorama	600 x 750	4:5
News parade	600 x 340	16:9
Small rectangle	300 x 300	1:1

For mobile ads we recommend that you include a separate file following the specs listed above.

MATERIAL DELIVERY	
<b>Email:</b>	aineisto@kuljetuslehti.fi
<b>Online:</b>	Shared Dropbox link or other similar service.
<b>Delivery:</b>	From Client or K&L server.
<b>Always include contact info with material</b>	

MEDIA SALES	
	+358 40 717 5686
	+358 40 558 5733
	sales@kuljetuslehti.fi

**KULJETUS JA LOGISTIIKKA**

ETUSIVU
KULJETUS
LOGISTIIKKA
LIKENNE
TEKNIikka
YRITYSLUUTSET
PAUSSI
DIGILEHTI
INFO

## Panorama 1920 x 580

Shared placement. Visibility 2 seconds.  
Max. 3 ads in rotation. Exclusivity is also possible.

For mobile, we strongly recommend delivering a separate ad file.

**Älykäs ajotavanseuranta lisää vastuullista liikennöintiä**

Suomalaiset yritykset Kiho ja Pirita ovat kehittäneet uuden älykään ajotavanseurantapalvelun, jonka avulla voidaan enemmistö kertaa koostaa tietoja kuljettajien käyttämistä turvavaleista, ylinopeuksista ja vaaratilanteista reaaliaikaisesti.

**Maantiekuljetus, Ajoneuvot**

Älykäs ajotavanseuranta lisää vastuullista liikennöintiä

Euroports: Kierätyksetalut matkakaavat Raumalta Turkkiin

M/S Viking Glory parantaa tavarayhteyksiä – Suomen ja Ruotsin välinen rahtiliikenne kasvaa

**Large rectangle**  
405 x 500

**Small rectangle**  
405 x 360

**Sky Scraper**  
250 x 750

**Mitalit kahdeksalle moottoriliikenteen edustajalle**

Vuoden 2020 moottoriliikenteen ansiomitalit myönnettiin kahdeksalle ansiokkaasti tieliikenteen toimintaa edistäneelle henkilölle. Liikenne- ja viestintäministeri Timo Harakka myönsi mitalit 8. toukokuuta 2020. Koronavirusliikenteen vuoksi mitalit jaetaan myöhemmin.

**News parade 985 x 380**

Ad is placed between the news flow and / or after each news article.