

## KULJETUS & LOGISTIIKKA -MAGAZINE

*Magazine for professionals in transport and logistics sector*

The magazine covers topics from all stages of the logistics and transport chain, the future outlook for the industry and sometimes about lighter subjects.

The magazine is also actively involved in many industry events each year.

Year 2024 will be our 27th year of publication.

**KULJETUSLEHTI.FI**

**BY LAND - BY SEA - BY AIR**

KULJETUSLEHTI.FI



**STRONGEST IN  
FINLAND SILVER**  
KULJETUS & LOGISTIIKKA  
FI15519411 | 2023



# KULJETUS & LOGISTIIKKA -MAGAZINE

## PROFESSIONAL MEDIA - STRENGTHEN YOUR BRAND AND INCREASE SALES

With an article published in a professional trade media, you can reach readers and decision-makers interested in your industry in a precisely targeted way.

## SOME TOPICS COVERED IN THE MAGAZINE

Container transport	Pallets	Ports
Transport equipment	Loading supplies	Legislation
Special transport	Forklifts	Safety, security
Customs and forwarding	Warehouse services	ICT in logistics
Cross-border transport	Storage systems	Education in logistics
Local transport	Stevedoring	Work welfare
Finance and insurance	New inventions	

Over the past year, technology, consumer electronics and other lighter content has been more strongly integrated into the content of the online magazine. The range of topics has been expanded in response to a reader survey, while remaining close to the core themes of the magazine.

## TYPICAL READER OF THE MAGAZINE

The largest readership of the magazine is made up of people in decision-making positions in companies. A typical reader is a company CEO or a person responsible for transport, procurement and warehousing in the 35+ age group. A significant group is made up of people responsible for logistics and transport in trade and industry.

In addition to those in senior management positions, the magazine also reaches a significant number of employees at the every day working level of transport and logistics companies.

Readers are interested in B2B services, Business and employer services and employee recruitment, Productivity software, Investment services, Technology development in the industry and Real estate and property services.



# EDITORIAL STAFF AND CONTACT INFO

## EDITORIAL OFFICE CONTACT INFORMATION

### KULJETUS-LOGISTIIKKA

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

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## SUB-EDITOR

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## JOURNALISTST

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.

## MARKETING

myynti@kuljetuslehti.fi +358 40 717 5686



# DISTRIBUTION SCHEDULE & AD PRICES

## DISTRIBUTION SCHEDULE

	DISTRIBUTION	MATERIAL DATE		DISTRIBUTION	MATERIAL DATE
N:o. 1	week 8	14.02.2024	N:o. 4	week 37	06.09.2024
N:o. 2	week 14	28.03.2024	N:o. 5	week 45	25.10.2024
N:o. 3	week 20	10.05.2024			

## ADVERTISEMENT PRICES - FULL SPREAD AND COVERS

PLACEMENT	SIZE	PRICE
Spread	2 / 1	3200 €
Back page	1 / 1	2960 €
2nd page	1 / 1	2196 €

## ADVERTISEMENT PRICES - INNER PAGES

PLACEMENT	SIZE	PRICE	SIZE	PRICE
Inner pages	1 / 1	1900 €	1 / 4	650 €
	1 / 2	1300 €	1 / 8	400 €
	1 / 3	800 €		

Vat 24 % will be added to prices

Ad agency discount -20 %

## DISTRIBUTION

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

## CIRCULATION

36 400  
Online publication also available

## RECLAMATIONS

If the advertisement cannot be published for productional or other operational reasons or reasons resulting from the client, the magazine's responsibility for leaving out an advertisement or errors in publishing is limited to reimbursing the price paid of the advertisement. The publisher reserves the right to complement and change the above mentioned media information. Any complaints must be made within seven (7) days of the release of the magazine.

# AD SIZES AND MATERIAL DELIVERY








## 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

## PRINTING HOUSE

**Printall AS**  
[www.printall.ee](http://www.printall.ee)  
  
Product has ISO 9001

## ADVERTISEMENT SIZES

 <b>Front page</b> 210 x 255 mm <b>Back cover</b> 210 x 270 mm	 <b>Full page 1/1</b> 210 x 297 mm <b>In text</b> 186 x 270 mm	 <b>1/2 horizontal</b> 210 x 150 mm <b>In text</b> 186 x 130 mm	 <b>1/2 vertical</b> 103 x 297 mm <b>In text</b> 91 x 270 mm
 <b>1/3 vertical</b> 75 x 297 mm <b>In text</b> 60 x 270 mm	 <b>1/4 page ad</b> 91 x 130 mm <b>1/8 page ad</b> 43 x 130 mm	 <b>Spread 2/1</b> 420 x 297 mm	

Please add a bleed of 3 mm

## AD TMATERIAL

Properly sized and print ready material in PDF format, colors in CMYK, resolution 300 dpi.  
Please attach contact information with material.

Print ready material must be delivered by the material date.

## MATERIAL DELIVERY, INSERTS

### E-mail

[aaineisto@kuljetuslehti.fi](mailto:aaineisto@kuljetuslehti.fi)

### Line transfer

Shared from Dropbox e.g.

### Insert distribution

According to agreement

# ONLINE ADVERTISEMENT

## AD PLACEMENT AND PRICING

PLACEMENT	SIZE	PRICE / 1 MO.	PLACEMENT	SIZE	PRICE / 1 MO.
Panorama	1920 x 580	900 €	Mobile Leaderboard	1280 x 200	715 €
News feed	985 x 380	655 €	Interstitial	640 x 960	260 €
Leaderboard	1280 x 200	715 €			
Skyscraper	250 x 750	430 €			
Small rectangle	405 x 360	240 €			

\* Panorama price includes Mobile Leaderboard -placement

Vat 24 % will be added to prices

Ad agency discount -20 %



**Panorama**  
1920 x 580 px



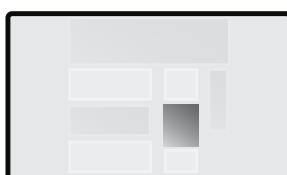
**News feed**  
985 x 380 px



**Leaderboard / Mobile Leaderboard**  
1280 x 200 / 320 x 50



**Skyscraper**  
250 x 750 px



**Small rectangle**  
405 x 360 px



**Interstitial**  
640 x 960 px

## MATERIAL FOR ONLINE ADS

Material can be submitted in the most common file formats. Compatible files are automatically converted to webp format. File sizes are recommended to be less than 450 kB for the largest ad sizes. All material will be distributed from the magazines own server.

Please attach contact information with material.

## MATERIAL DELIVERY

### E-mail

aineisto@kuljetuslehti.fi

### Line transfer

Shared from Dropbox or similar service