

suomen autolehti

Since 1933

- Read about the latest in automotive technology
- Follow developments in repair shop, repair and equipment technology
- Get information and insight into what is going on in the automotive business
- Learn about the backgrounds and motivation in the spare-parts business
- See the latest diesel technology
- Know all about tires and the market
- Know about the changes in the legislation in the industry
- Keep a finger on the pulse of the times

car repair shops,
after sales,
spare parts

Contact information

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Sales of advertising space

phone +358 9 6944 807
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Edition 8,500 copies

Dimensions format 210 x 297mm
printing area 195 x 258 mm
width of column 45 mm, 4 columns
screen ruling 60 lines/cm
paper Novapress Gloss 90 g/m²

Printing method offset

Material

PDF for Prepress. Please refer to separate instructions if you use other formats.

E-mail for the materials: asiakaspalvelu@suomenautolehti.fi

Binding stapling

Printing house

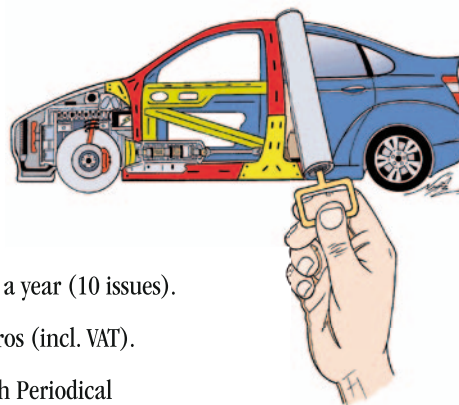
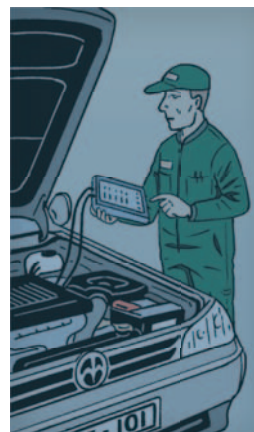
PunaMusta, Forssa
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FI-30300 FORSSA
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Subscription price

(EU region) 85 Euros a year (10 issues).

Single copy 9.90 Euros (incl. VAT).

Member of the Finnish Periodical
Publishers' Association



Advertising rates

Size	4 colour
2/1 p.	3555
1/1 p. (back cover)	2665
1/1 p. (double-page spread)	2485
1/1 p.	2310
1/2 p.	1555
1/3 p. (horizontal)	1165
1/4 p.	930
1/8 p.	500
1/16 p.	255

Typical pull-outs (paper max 130 g/m²)

4-page pull-out 2900 e + technical costs
A4-sheet 1650 e + technical costs

Bank

Helsinki OP Bank Mikonkatu
IBAN FI9457230220446921
BIC OKOYFIHH

Cancellation of advertisements

no later than the scheduled last date for placing an insertion order.

Complaints

within 7 days from the date of publication.

Publishing timetable 2021

	Date for insertion order	Complete material	Publishing date
1 January	16.12.	18.12.	7.1.
2 February	19.1.	21.1.	3.2.
3 March	16.2.	18.2.	3.3.
4 April	19.3.	23.3.	7.4.
5 May	20.4.	22.4.	5.5.
6 June	19.5.	21.5.	3.6.
7 September	19.8.	23.8.	3.9.
8 October	17.9.	21.9.	4.10.
9 November	19.10.	21.10.	3.11.
10 December	18.11.	22.11.	3.12.

The leading trade journal of the automotive trade

Publisher

Suomen Autolehti magazine is published by Autotieto Oy. Its shareholders are the Association of Automotive Societies in Finland (Suomen Autoteknillinen Liitto ry) and the Central Organization for the Car Trade and Repairs (Autoalan Keskusliitto ry).

The professional magazine for the automotive industry

Suomen Autolehti is an independently published professional magazine for the Finnish automotive industry, distributed by subscription. The magazine is targeted on professionals working within the technical and commercial areas of the industry. The magazine is published ten times a year, on the first weekday of each month, except during the summer break in July and August.

The magazine discusses automotive technology, car repair technology, car painting, sales of cars, spare parts and accessories, changes in relevant legislation, and issues related to business management and corporate finance. Professional issues of the field are given extensive attention. The articles are very thorough, and current news items are also dealt with. The magazine serves as a tool for further and supplementary training in the field.

Number of readers 38600

The circulation of Suomen Autolehti is based on three main groups of readers. The largest group consists of members of the technical associations. They are mainly automotive engineers and technicians who often are employed in managerial and supervisory positions in the after-sales sector of the industry.

Another group of readers is formed by members of the Central Organization of Motor Trade and Repairs with its affiliated associations. Through this branch the magazine gains an extensive readership among top management in the automotive trade and in the sector of small and specialized car repair shops as well as car paint shops organized in the various associations.

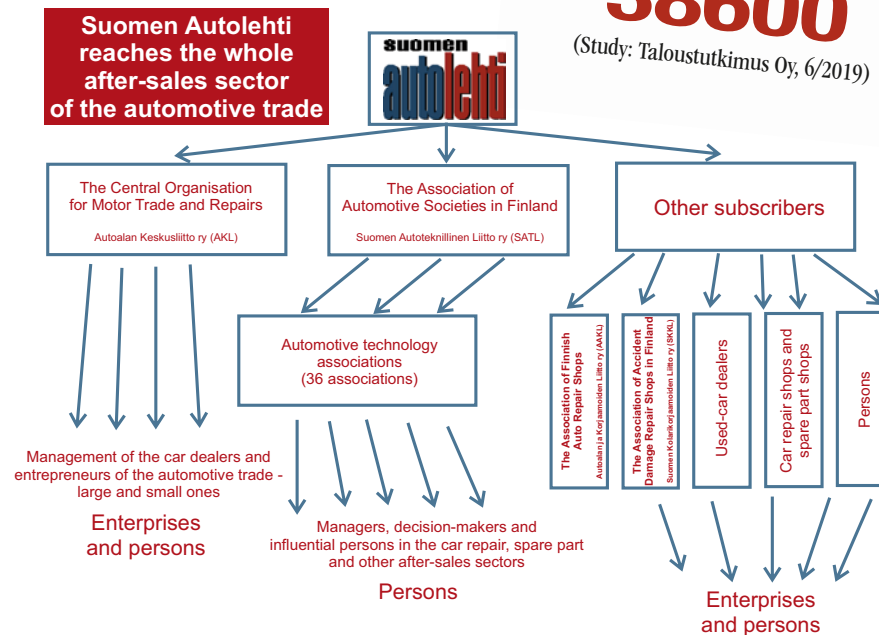
The third group is readers directly subscribing to the magazine. The typical subscribers of this group are car repair shops and spare part shops.

heavy vehicles in general, sales of cars



Number of readers 38600

(Study: Taloustutkimus Oy, 6/2019)



Size of advertisements

2/1 pages max
420 x 297 mm
+ 5 mm cutting marginals

2/1 pages
printed area
405 x 258 mm

1/1 double-page spread
printed area 405 x 127 mm
max 420 x 145 mm
+ 5 mm cutting marginals

1/2 page
vertical
95 x 258 mm

1/2 page horizontal
195 x 127 mm

1/4 page
(2 columns)
95 x 127 mm

1/4 page
vertical
45 x 258 mm

1/4 page horizontal
195 x 61 mm

1/3 page horizontal
195 x 85 mm

1/1 page max
210 x 297 mm
+ 5 mm cutting
marginals

1/1 page
printed area
195 x 258 mm