



Urakointi Uutiset

TRACTOR ENTREPRENEURSHIP WITH 100% COVERAGE AND 100% EFFICIENCY

In three years, Urakointi Uutiset has taken its place as the number one medium amongst tractor professionals. This indicates also that our readers have a specific need for reading about issues in the field of tractors.

When the journal addresses work from the perspective of a tractor professional, it provides inspiration for its readers. When the journal focuses in particular on what the work means for the worker, not just looking at it in relation to the characteristics of the machinery, the reader gains new viewpoints. When the journal is read meticulously, also the advertisers get their money's worth.

Wanting to gain visibility in Urakointi Uutiset indicates that the businesses have a need to approach the customers via professional media.

Urakointi Uutiset uses the AKE vehicle register's tractor ownership data as the primary basis for its address list. We utilise the register's owner data for finding tractors first registered in 1990 or more recently. Our distribution ensures 100% coverage. The directed distribution of Urakointi Uutiset is approximately 70,000 issues.

Seppo Pentti
Editor-in-chief

www.urakointiutiset.fi



+ PUBLICATION AND THEMES

Issue	Material submission	Publication
1	19.1.	27.1.
	Maintenance and training	
2	16.2.	24.2.
	Bioenergy	
3	16.3.	24.3.
	Construction	
4	20.4.	28.4.
	Green work	
5	25.5.	2.6.
	Plant protection	
6	15.6.	23.6.
	Lawn care	
7	3.8.	11.8.
	Grain	
8	31.8.	8.9.
	Bioenergy	
9	28.9.	6.10.
	Soil cultivation	
10	26.10.	3.11.
	Snow removal	
11	23.11.	1.12.
	Forestry	
12	14.12.	22.12.
	Soil improvement	

4. annual volume



+ TECHNICAL DATA

Size	280 x 400 mm
Printing area	255 x 375
Column width	40 mm, 6 columns
Format	tabloid
Paper	52 g
Binding	sewn
Printing method	Newspaper offset rotation
Line density	40 l/cm
Print run	71,000 copies on average
Direct distribution	70,000 copies on average
Number of readers	66,000 (KMT Lukija Autumn 2008/Spring 2009)
Printing house	Hämeen Paino Oy Forssa, 2008




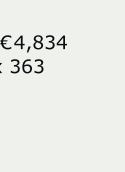

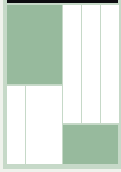

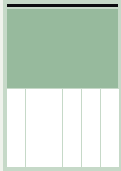
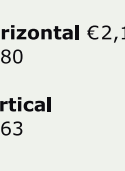


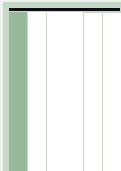
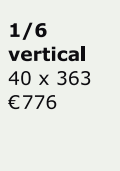
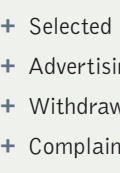
+ MATERIAL

E-mail	uutoimitus@urakointiutiset.fi
Online transfer	FTP (usernames and passwords issued by the office)
Digital material	PDF (prepared for pre-press, size 1:1), CMYK colours, image resolution 170 dpi
Instructions for electronic material:	refer to page 27

+ EDITORIAL OFFICE

Address	Urakointi Uutiset Takojuankatu 11 FI-33540 Tampere, Finland
Telephone	+358 (0)3 380 7700
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Publisher	SL-Mediat Oy Takojuankatu 11 FI-33540 Tampere, Finland
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Domicile	Tampere
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+ STANDARD SIZES AND ADVERTISEMENT PRICES

	Corner €477 38 x 72		Back cover €3,760 255 x 363
	Cover €4,403 210 x 297		Full page €2,980 255 x 363
		Spread €4,834 2x 255 x 363	
	1/4 vertical €1,165 126 x 180		1/16 vertical €338 40 x 130
	1/8 horizontal €590 126 x 88		1/16 horizontal €83 83 x 65
	1/2 horizontal €2,137 255 x 180		1/2 vertical €126 126 x 363
	1/3 vertical €1,488 83 x 363		1/3 horizontal €255 255 x 119
	1/6 vertical €40 40 x 363 €776	Readers' column 40 mm advertisement with a picture....54 € 25 mm advertisement with text.....34 € Column millimetre (colour)6,42 € VAT will be added to all prices	

- + Selected location costs 5% extra
- + Advertising agencies receive a 15% discount (finished material)
- + Withdrawals: by the deadline for materials
- + Complaints: within eight days after date of publication
- + Liability is limited to the price of the advertisement in question
- + We reserve the right to change prices
- + A separate charge according to the current price list is collected for forwarding of advertisements and materials published in the journal
- + The citing/copying of advertisements designed/written for the journal requires the editorial office's permission
- + Payment is to be made to SL-Mediat Oy, Sampo Pankki Oyj, account no. 800014-225018

INSERTS

Region-specific inserts are available as well.
Please ask our media sales staff for further information.

LEHTIRAPORTTI

Survey: KMT Lukija Autumn 2008 / Spring 2009
Main group: All



	All			Urakointi Uutiset		
	N figure	Est. (000)	Profile %	Est. (000)	Coverage %	Profile %
	27915	4440	-	66	1	-
Sex						
Female	14356	2278	51	8	0	11
Male	13559	2162	49	59	3	89
Age (6 categories)						
12-17 years	2435	383	9	2	1	3
18-24 years	2720	434	10	5	1	8
25-34 years	3794	629	14	9	1	14
35-44 years	4187	645	15	15	2	23
45-64 years	9327	1479	33	30	2	45
65+ years	5452	870	20	5	1	8
Employment						
Employed / on temporary leave	14618	2344	53	52	2	79
Retired	7544	1175	26	9	1	13
Unemployed / laid off	1160	176	4	1	1	2
Pupil or student	4135	672	15	3	0	4
Homemaker	237	40	1	0	0	0
Draftee / civil service	86	13	0	0	3	1
Does not wish to say	34	5	0	0	8	1
Not employed, other reason	101	14	0	0	2	0
Budget or result responsibility						
Yes	4821	783	18	38	5	58
No	9544	1521	34	13	1	20
Does not know	253	40	1	0	1	1
Person making the daily purchase decisions (1/household)						
Yes	15519	2359	53	20	1	30
Profession						
Management/leadership personnel	819	147	3	2	1	3
Upper-level employee	2555	465	10	2	0	3
Lower-level employee	4273	679	15	4	1	7
Worker	4606	684	15	10	2	16
Agricultural entrepreneur	458	62	1	19	31	29
Other private entrepreneur	1119	174	4	13	7	20
Retiree	7545	1175	26	9	1	13
Student or pupil	4143	673	15	3	0	4
Homemaker	243	41	1	0	0	0
Unemployed person	1160	176	4	1	1	2
Household's gross annual income						
Less than €35,000 / year	9556	1411	32	14	1	21
€35,001–75,000 / year	9865	1604	36	33	2	50
More than €75,000 / year	2751	496	11	11	2	17
Does not wish to say	992	162	4	3	2	4
Does not know	2316	383	9	4	1	6
Place of residence (8 categories)						
Helsinki	1566	466	10	0	0	1
Espoo & Kauniainen	639	194	4	0	0	0
Vantaa	506	154	3	0	0	1
Turku	616	149	3	1	0	1
Tampere	628	181	4	1	1	2
Other city with a population over 30,000	9041	1203	27	9	1	14
A town with a population below 30,000	6393	872	20	18	2	27
Rural district	8491	1212	27	36	3	55

Finnish Audit Bureau of Circulations – TNS Gallup

'Kansallinen Mediatutkimus KMT' (National Readership Survey, KMT) is a survey system jointly agreed upon by the print media, advertising and media offices, and advertisers. Thus, it has official status among print media surveys in Finland.

+ SIZES AND PRICES OF ADVERTISEMENTS ON THE WEB

Location	Pixels (W x H)
Large panel (1)	800 €/month
Front page	797 x 98
Test drives and technology	797 x 98
Business news	797 x 98
Events	797 x 98

Location	Pixels (W x H)
Large banner (2)	700 €/month
Front page	140 x 300
Test drives and technology	140 x 300
Business news	140 x 300
Events	140 x 300

Location	Pixels (W x H)
Small banner (3)	400 €/month
Front page	140 x 60
Test drives and technology	140 x 60
Business news	140 x 60
Events	140 x 60

Location	Pixels (W x H)
autokanta.com search (1)	800 €/month
Search page	797 x 98
List page	797 x 98
autokanta.com search (2)	700 €/month
Search page	140 x 300
List page	140 x 300
autokanta.com search (3)	400 €/month
Search page	140 x 60
List page	140 x 60

VAT will be added to all prices.

WWW.URAKOINTIUTUISET.FI

One of the strengths of Urakointi Uutiset is its Web services. Our Web site offers you, for example, the largest video library in the field, and the search pages enable finding second-hand tractors and work machines. Tractor professionals are known to be fluent in IT, and our Web site gives them the largest range of offerings in the sector.

The screenshot shows the homepage of Urakointi Uutiset. Callout 1 points to the top navigation bar. Callout 2 points to the main header area containing the site logo and search bar. Callout 3 points to three distinct content blocks: 'ARTIKKELIT' (Articles) featuring a tractor image, 'VIDEO-ARKISTO' (Video Archive) with a film strip icon, and 'PALVELUHAKEMISTO' (Service Search) with a search button. Below these are sections for 'TILAA KOTIISI PARASTA POSTIA!' (Subscribe to our magazine) and 'AJANKOHTAISTA' (Current events).

Search page

The screenshot shows a search results page on autokanta.com. Callout 1 points to the search bar at the top. Callout 2 points to the search filters and sorting options. Callout 3 points to the list of search results, which includes images of tractors and their specifications.

List page

The screenshot shows a list page on autokanta.com. Callout 1 points to the search bar. Callout 2 points to the search filters. Callout 3 points to the list of search results, which includes images of tractors and their specifications.

+ E-MAIL

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Pikavuoro

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Urakointi Uutiset

uutoimitus@urakointiuutiset.fi

+ ONLINE TRANSFER

FTF server: ftp.ippnet.fi

Usernames and passwords are issued by the office.

+ SENDING BY MAIL

Large quantities of material (over 40MB) on a CD-ROM by the material deadline.

Osoite: "Magazine" / SL-Mediat Oy
Takojuankatu 11
FI-33540 Tampere, Finland

+ PRE-PRINT AND COVERING LETTER

Always attach to the delivery your work instruction and sample ad layout (1:1). You can also send the sample ad layout by fax, to +358 (0)3 380 7701.

If you have any questions regarding the material requirements, please call +358 (0)3 380 7700.

INSTRUCTIONS FOR ELECTRONIC MATERIALS

The electronic materials delivered must be ready for printing and in accordance with the instructions presented here.

Software

- We accept FreeHand, Illustrator, QuarkXPress, EPS (Macintosh: fonts, photos, and logos attached), and Adobe Acrobat's high-resolution PDF documents (PDF version 1.4 at minimum). All fonts used in the advertisement must be included (embedded) in the PDF document.

- Word, Excel, and PowerPoint documents are not suitable for printing.

Fonts

- Adobe Font Folio 9 PostScript-type-1 typefaces. If you use any other typefaces, convert the text as paths in FreeHand and Illustrator documents, also within EPS graphics.

Photos and graphics

- As high-resolution CMYK pictures in EPS or TIFF format. Please see the resolution requirements in the journal-specific data.
- No JPEG packing in EPS formats.
- Photos taken with digital cameras in JPEG format.

Colors

- Color values are defined as process color (CMYK).
- Ask for detailed color profiles from the office.
- Index Color and Duotone formats are not acceptable.
- Convert spot color to process color.

Trimming edges

- Full-page advertisements require at least 4 mm trimming edge with corner marks for trimming color or photo surfaces to size.

Packing

StuffIt or BinHex software.