

MOOTTORI.FI

moottori

PRINT - DIGITAL - SOCIAL MEDIA

VEHICLES
TRAVEL
TRANSPORT

278 000 READERS

DISTRIBUTION
113 127

THE BIGGEST
CAR MAGAZINE
IN FINLAND

MEDIA DETAILS FOR

2021

Moottori entertains and provides news

Moottori keeps its readers up to date on innovations in the world of motoring. In addition to the latest news about transport and travel it provides information, tips and entertainment – including information for motorcyclists and motor-home owners.

We cover all the various consumer tests; the most popular are the head-to-head comparisons, tyre tests, children's carseat tests and Euro NCAP crash tests.

Moottori is the biggest car and transport magazine in Finland. Moottori.fi and our social media channels complete our versatile media mix.

For our advertisers' we provide a high-quality environment, both visually and in terms of content, and a committed readership.

Moottori was established in 1925, and is published 12 times per year. Moottori is issued by The Automobile and Touring Club of Finland and published by Moottori Media Oy. Moottori is sent to the members of the Automobile and Touring Club of Finland as a membership benefit, but it is also possible to subscribe to Moottori or buy single copies at newsagents.

EILA PARVIAINEN
EDITOR IN CHIEF

Total reach
301 000 readers*
(print + digital)

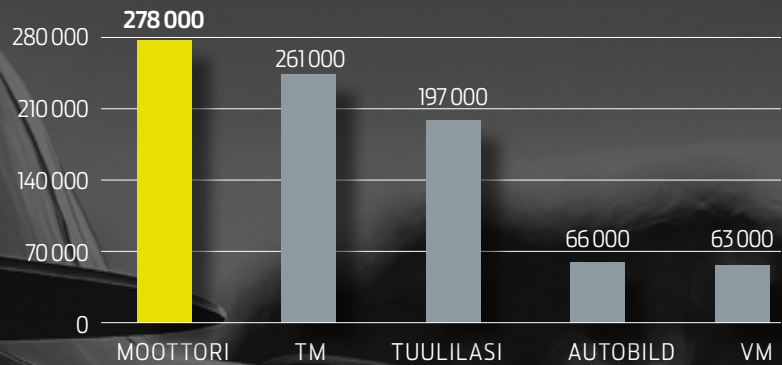
*KMT AL-TOTAL 2018



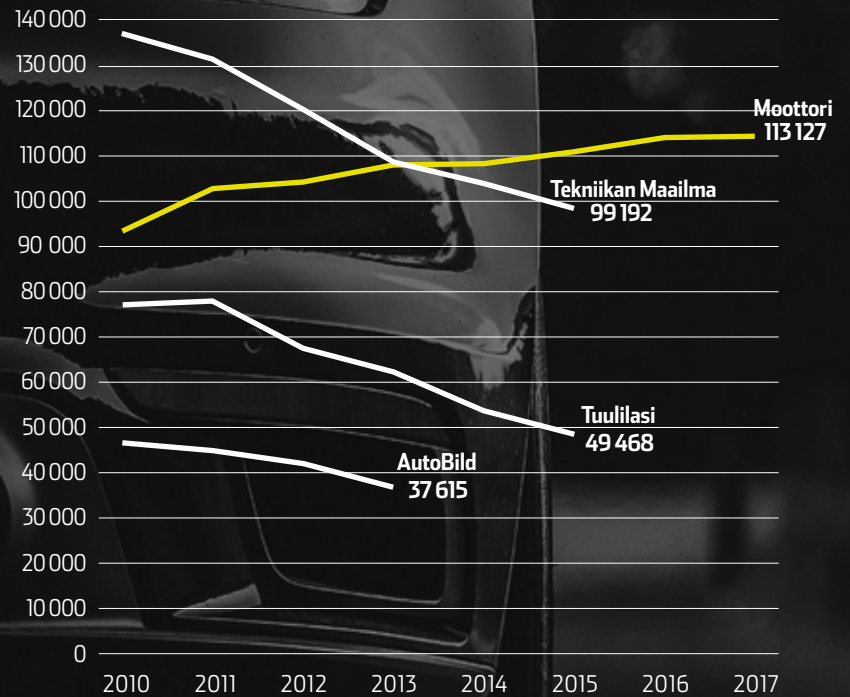


The biggest car magazine in Finland
278 000 READERS KMT 2020
DISTRIBUTION 113 127 LT2017

Car magazine readers 2020



Distribution of car magazines 2010–2017

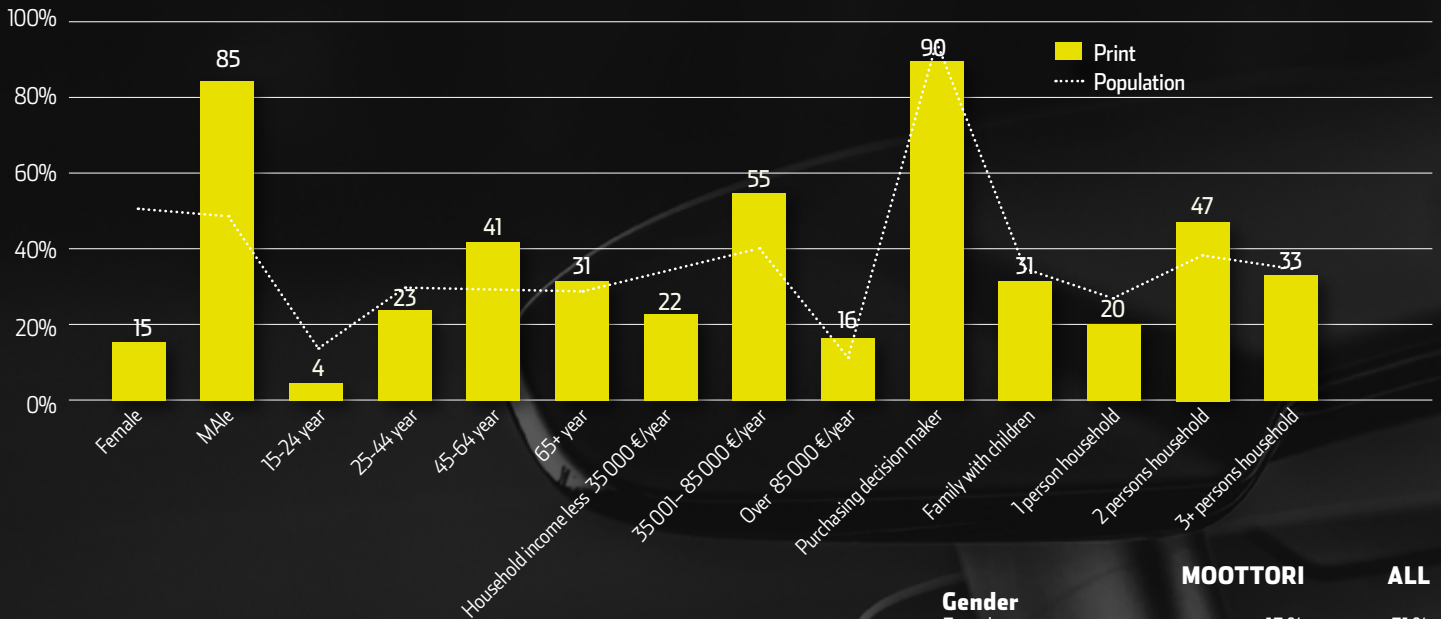


Distribution details are not available for TM and Tuulilasi since 2015, nor for AutoBild Suomi since 2013.

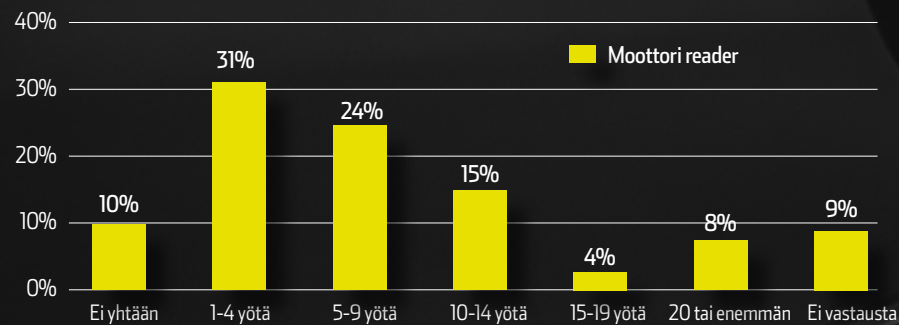
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READER PROFILE KMT2020

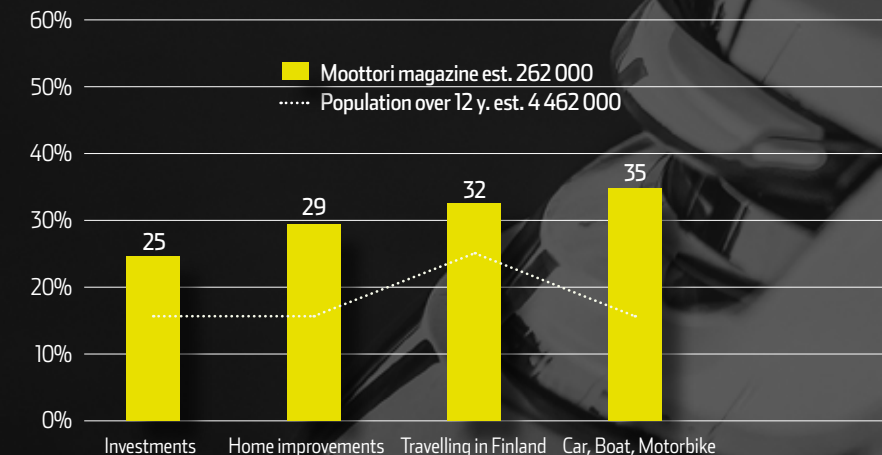
Household incomes and family



Overnight stays at the hotel per year



Preferred use of disposable income



Gender	MOOTTORI	ALL
Female	15%	51%
Male	85%	49%

Age	MOOTTORI	ALL
15-24 years	4%	13%
25-34 years	9%	14%
35-44 years	14%	14%
45-54 years	19%	14%
55-64 years	22%	16%
yli 65 years	31%	28%

KMT 2020

Number of cars in household	MOOTTORI	ALL
One car	27%	45%
Two cars	47%	31%
Three or more	13%	10%
Four or more	12%	

Car purchased new	MOOTTORI	ALL
Purchased new	41%	28%
Purchased used	67%	63%

Is there a hobby car in your household?

Yes	27%
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In readers households in addition to cars

Bicycle	74%
Small gas powered machines	49%
Trailer	48%
Rowing boat, Kayak, Canoe	28%
Motorcycle	25%
Light motorbike	12%
Van	21%
Motor boat, Jet ski	17%
ATV	9%
Motorhome	9%
Snowmobile	7%
Camper	5%

Engage in domestic tourism?

Yes	76%
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TIETOYKKÖNEN 2019

278 000 MOOTTORI READERS

85 000	are considering buying a new car within a year ¹⁾
69 000	have a motorbike in the household ²⁾
45 000	live in a household with an income of over 85 000 € / year ¹⁾
150 000	live on a homestead or farm ¹⁾
224 000	live in an owner-occupied property ¹⁾
107 000	spend their disposable income on a car, motorbike or boat
Over 500 000	cars by households that need spare parts and maintenance
75 000	a person's household also has Hobby Cars ²⁾
4 000 000	tyres totally in cars
16 000	are interested in sailing and boats next year ¹⁾
63 000	are interested in fishing ¹⁾
158 000	are interested in moving around in nature ¹⁾
152 000	are interested in construction or renovation ¹⁾
1 800 000	overnight stays in domestic hotels per year
136 000	a person's household with some small machine

MOOTTORI READER

Our typical reader has a good income and **owns several vehicles**

Quality matters when makes purchasing decisions

Lives in an **owner-occupied property**

1) Source: KMT2020
2) Source: Tietoykkönen 2019



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Web media

Visitors to Moottori's website are interested in motoring, traffic and sports. Over half of the readers are 25–44 years old and most of them (approx. 80%) are men.

Visitors **319 882** / month

Page downloads **730 359** / month

Numbers: 10-2020

Newsletter

Moottori's newsletter brings the latest stories to **10 000** readers twice a week.



MOOTTORI.FI ADVERT LOCATION

Advert type	Size-px	CPM
PC and TABLET		
Digietusivu	600 x 700	40
Videoetusivu (valmistus 95€)	600 x 700	40
Maksiparaati	980 x 552	35
Paraati	980 x 400	30
Videoparaati	980 x 400	30
Panorama	980 x 120	12
Suurtaulu	140 x 350	6
Pidennetty suurtaulu	160 x 600	8
Torni	200 x 900	9
Jättiboksi	468 x 400	9
Videojättiboksi	468 x 400	10
Tuplaboksi	468 x 600	12
Mainosboksi	300 x 250	7

MOBILE

Mobiiliparaati	300x300	18
Mobiilipanorama	300x150	12

NEWSLETTER

Custom	640 x 300–600	sop.mukaan
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* Max file size for graphic material

** Max file size for HTML5 material

Our instructions comply with IAB Finland web marketing standards.

Rates are exclusive of current applicable VAT.

All material and follow-up images must be HTTPS compliant.

Pictures in GIF, JPG or PNG format. Third-party material must be delivered 2 business days before the campaign start date.

Link instructions and contact information for the person who has designed the advertisement must also be submitted at this time.

moottori.fi

Maksiparaati
980 x 552

Paraati ja videoparaati
980 x 400

Panorama 980 x 120

Digietusivu ja videoetusivu
600 x 700

Torni
200 x 900

Pidennetty
suurtaulu
160 x 600

Tuplaboksi
468 x 600

Mainosboksi
300 x 250

Jättiboksi ja videojättiboksi
468 x 400

Mobile

Mobiiliparaati
300 x 300

Mobiilipanorama
300 x 150

Newsletter

Custom
640 x 300

640 x 600

RATES

Size	Millimetres	Rate
1. aukeama	430 x 280	11 800 €
2/1s.	430 x 280	10 160 €
Takakansi	215 x 250	5 590 €
2. kansi	215 x 280	5 390 €
3. kansi	215 x 280	5 290 €
1/1s.	215 x 280	5 080 €
1/2s. (vaaka)	215 x 138	3 050 €
1/2s. (pysty)	105 x 280	3 050 €
1/3s. (vaaka)	215 x 90	2 610 €
1/3s. (pysty)	70 x 280	2 610 €
1/4s.	92 x 122	2 030 €

LIITTEET

Hintaesimerkkejä

Paino	Hinta/1000 kpl
30 gr	119 €
100 gr	195 €

Pyydä tarjous oman liitekampanjasi toteutuksesta. Liimattu liite, irtoliite lehden välissä, tuotenäyte tai kuvasto pussitettuna. Ota yhteyttä niin kerromme liitteiden mahdollisuuksista.

DEADLINES FOR MATERIAL FOR 2021

	Material received by 12.00 on	Published	Theme of the month
MOOTTORI 1-2	12.1.2020	27.1.2021	Domestic travelling. New and used cars. Motorcycles. Test: trailer tires.
MOOTTORI 3	9.2.2021	24.2.2021	Domestic travelling. New and used cars. Winter test: Electric cars. Tire test.
MOOTTORI 4	9.3.2021	24.3.2021	Domestic travelling. New and used cars.. Test: trailer loading.
MOOTTORI 5	6.4.2021	21.4.2021	Domestic travelling. New and used cars.
MOOTTORI 6	11.5.2021	26.5.2021	Domestic travelling. New and used cars. Safety seats in crash test
MOOTTORI 7	15.6.2021	30.6.2021	Domestic travelling. New and used cars. Estonian rally
MOOTTORI 8	27.7.2021	11.8.2021	Domestic travelling. New and used cars. Tire test
MOOTTORI 9	31.8.2021	15.9.2021	Domestic travelling. New and used cars. Tire test
MOOTTORI 10-11	12.10.2021	27.10.2021	Domestic travelling. New and used cars. Safety seats in crash test
MOOTTORI 12	23.11.2020	8.12.2021	Domestic travelling. New and used cars. Car comparison test.

SMALL AD – TEHOPUTKI

Size mm	Rate	2 x	5 x	10 x
95 x 25	225 €	427 €	956 €	1 800 €
95 x 50	350 €	665 €	1 488 €	2 800 €
95 x 75	538 €	1 022 €	2 286 €	4 304 €
95 x 100	660 €	1 254 €	2 805 €	5 280 €

VAT 24 % will not be added. AVL 4\$
Discounts for printing twice (5%), 6 times (15%) and 10 times (20%) have been calculated in the rates.

MATERIAL REQUIREMENTS

The rates apply only for digital material. Materials should be sent in PDF format to: ilmoitukset@moottori.fi

PUBLISHER

Autoliitto ry
Hämeentie 105A, 00550 Helsinki
www.moottori.fi



MATERIAL

ilmoitukset@moottori.fi
www.aikakausmedia.fi/ADS

DELIVERY OF INSERTS

Sari Vaittinen
tel. 010 230 8421, PunaMusta,
Kosti Aaltosen tie 9, 80140 Joensuu

PUBLISHED 12 issues per year

MAGAZINE SIZE 215 x 280 mm

PRINTED AT PunaMusta Oy

PRINT METHOD offset

BINDING glue

MATERIAL REQUIREMENTS:

Closed format (PDF). Recommended saving format to avoid printing problems due to hardware, software and font differences. Note! Bleeds 5 mm and space for glue binding in the fold.

DOCUMENT FORMAT:

All material must be delivered in a layout or graphic software file. Include all pictures and linked files.

COVERING LETTER:

Materials sent in electronic format must include a draft of the advertisement and a covering letter containing the details needed for printing, as well as the contact information of the sender. If needed, we can help you with designing your advertisement.

INQUIRIES AND RESERVATIONS

Media Sales

Jari Istolainen
040 504 4970
jari.istolainen@moottori.fi

