

# Hankinta Vinkit

**MEDIAINFO 2021**  
37. annual



ALL ABOUT  
WORKING MACHINES  
SINCE 1984

## CLOSING AND PUBLISHING DATES 2021

### NUMBER 1 - JANUARY

CLOSING 15.1. - PUBLISHING 25.1.

### NUMBER 2 - FEBRUARY

CLOSING 18.2. - PUBLISHING 26.2.

### NUMBER 3 - MARCH

CLOSING 24.3. - PUBLISHING 1.4.

### NUMBER 4 - APRIL

CLOSING 23.4. - PUBLISHING 3.5.

### NUMBER 5 - MAY

CLOSING 21.5. - PUBLISHING 31.5.

### NUMBER 6-7 - JUNE-JULY

CLOSING 11.6. - PUBLISHING 21.6.

### NUMBER 8 - AUGUST

CLOSING 6.8. - PUBLISHING 16.8.

### NUMBER 9 - SEPTEMBER

CLOSING 8.9. - PUBLISHING 16.9.

### NUMBER 10 - OCTOBER

CLOSING 1.10. - PUBLISHING 11.10.

### NUMBER 11 - NOVEMBER

CLOSING 8.11. - PUBLISHING 17.11.

### NUMBER 12 - DECEMBER

CLOSING 3.12. - PUBLISHING 13.12.

### MATERIALS:

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### PUBLISHER - TIETOMEDIAT OY

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### TECHNICAL DETAILS

#### MATERIAL

toimitus@hankintavinkit.fi

#### COMPRESSION

High resolution PDF, includes fonts.  
In other cases self-extracting files.

#### FONTS

Adobe FontFolio, in other cases  
as vectorised.

#### GRAPHICS AND IMAGES

200 dpi, material being sizes 1:1.  
Colours of images:

- RGB, saved .jpg, no sharpening
- CMYK, saved .tif, sharpened

#### COLOURS

All other colours as CMYK-process  
colours.

#### PROFILES

RGB: AdobeRGB  
CMYK: ISOnewspaper26v4

You'll find ISOnewspaper26v4-profiles  
and PDF-settings:  
www.botniaprint.fi/aineisto/profillit/

If you need more info  
about technical details,  
please contact:  
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## ADVERTISING RATES 2021

<b>FRONT PAGE</b>	<b>3.154 €</b>	210x297 mm	
1/1	2.954 €	260x355 mm	
1/2	1.763 €	260x175 mm	128x355 mm
1/4	1.111 €	172x130 mm	128x175 mm
1/8	775 €	128 x 85 mm	84x130 mm

**DIMENSIONS** Tabloid 280x400 mm, printing area 260x355 mm

**OTHER SERVICES** Inserts are possible.

All prices +VAT 24 %.

## PAPER SIZE AND CIRCULATING

<b>Tabloid 280 x 400 mm</b>	<b>1 c</b>	<b>40 mm</b>	<b>CIRCULATING</b>
	<b>2 c</b>	<b>84 mm</b>	19500 copies.
<b>PRINTING AREA</b>	<b>3 c</b>	<b>128 mm</b>	Addressed mailing
<b>PAGE</b> 260x355 mm	<b>4 c</b>	<b>172 mm</b>	18200 copies.
<b>DOUBLE PAGE</b> 535x355 mm	<b>5 c</b>	<b>216 mm</b>	
No bleeds.	<b>6 c</b>	<b>260 mm</b>	<b>PRINTING</b>
			BotniaPrint, Kokkola

**TARGET GROUPS** Construction, harvesting and  
estate maintenance entrepreneurs. Towns, communities.  
Electricity- and telephone companies. Road maintenance  
and defence forces. Agricultural/contractors. Machine dealers.

[www.hankintavinkit.fi](http://www.hankintavinkit.fi)