

MOOTTORI.FI

# moottori

PRINT – DIGITAL – SOCIAL MEDIA

VEHICLES  
TRAVEL  
TRANSPORT

DISTRIBUTION  
**113 127**

**244 000** READERS

**MEDIA FOR  
FINNISH CAR  
ENTHUSIASTS**

MEDIA DETAILS FOR  
**2023**



# Moottori entertains and provides news

**M**oottori 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  
**292 000 READERS\***  
(print + digital)

\*KMT AL-TOTAL 2022







# The biggest car magazine in Finland

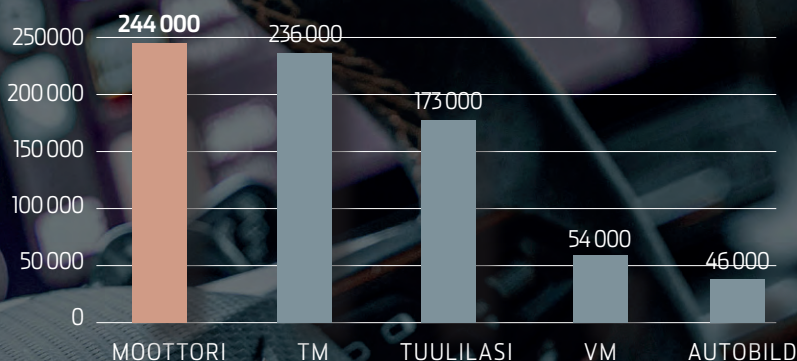
## 244 000 READERS

KMT 2022

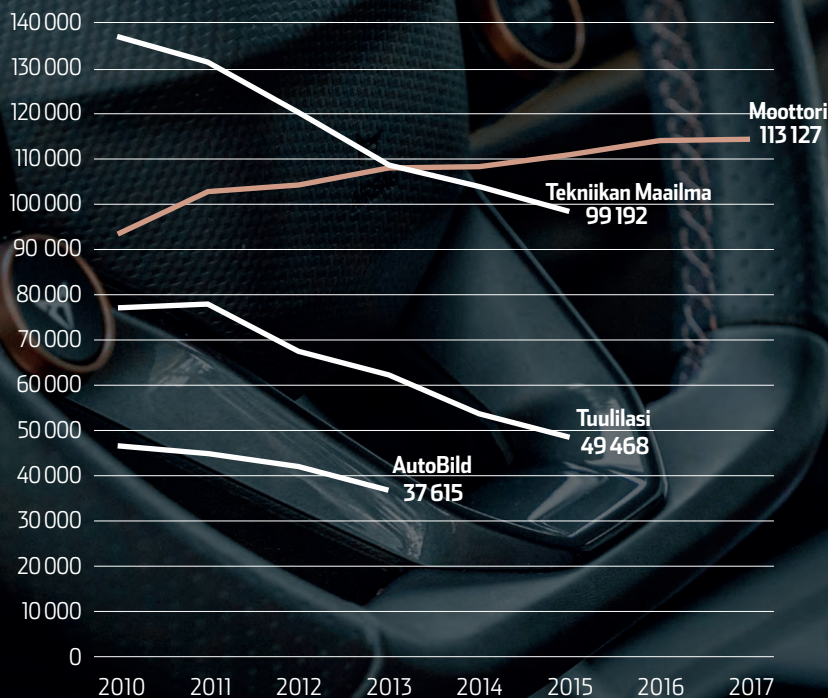
## DISTRIBUTION 113 127

LT2017

### Car magazine readers 2022



### Distribution of car magazines 2010–2017

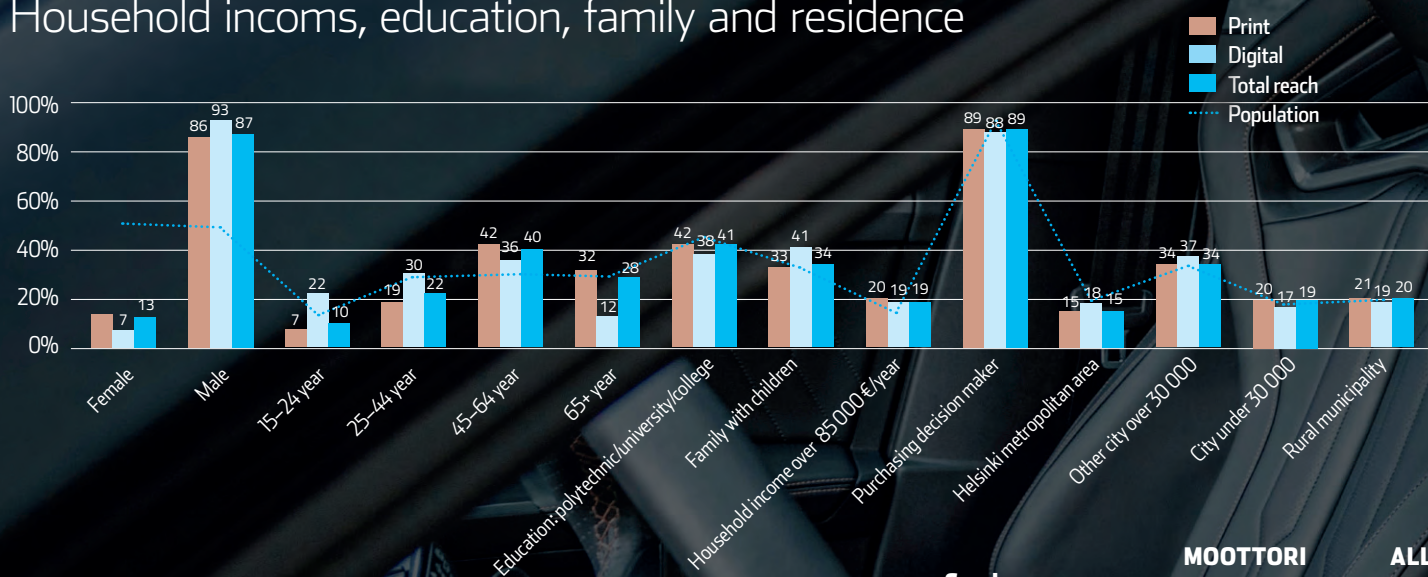


Distribution details are not available for TM and Tuulilasi since 2015, nor for AutoBild Suomi since 2013.

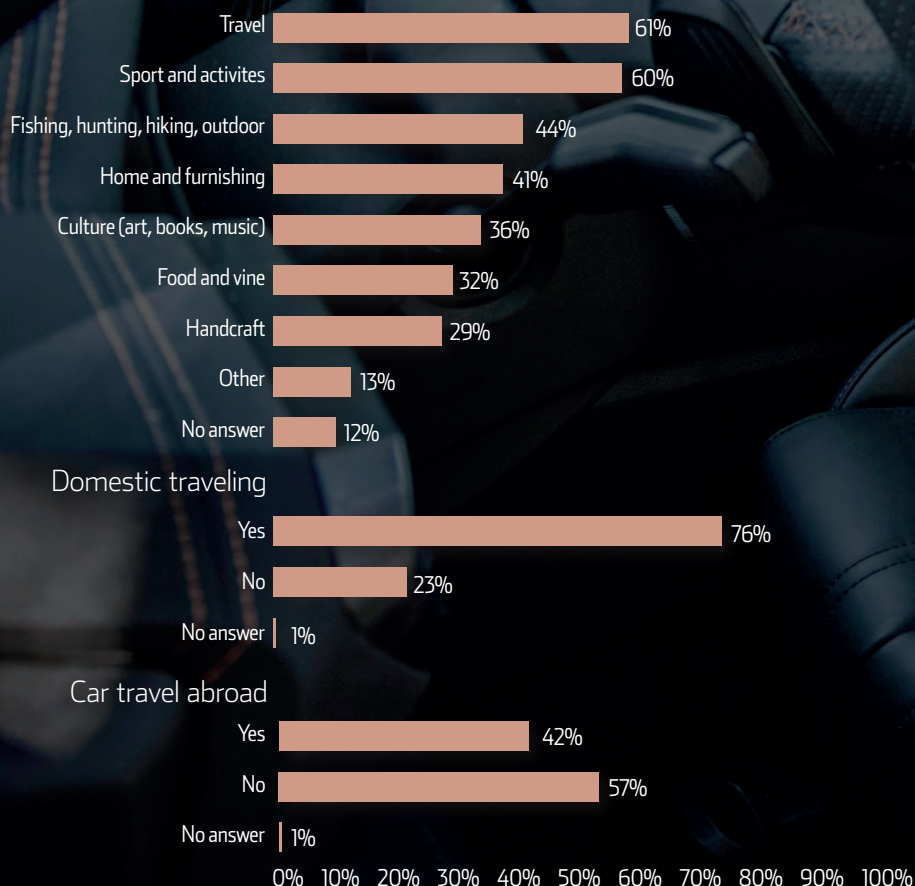


# READER PROFILE KMT2022

## Household incomes, education, family and residence



## Hobbies Moottori, reader research 2019



Gender	MOOTTORI	ALL
Female	14 %	51 %
Male	86 %	49 %

Age	MOOTTORI	ALL
15-24 years	7 %	13 %
25-34 years	8 %	14 %
35-44 years	12 %	14 %
45-54 years	18 %	14 %
55-64 years	24 %	16 %
over 65 years	32 %	28 %

Number of cars in household	MOOTTORI	ALL
One car	42 %	45 %
Two cars	37 %	31 %
Three or more	14 %	10 %
Four or more	12 %	

If buying or trading car right now, it would be	MOOTTORI	ALL
New car	25 %	23 %
Used car	73 %	68 %
Company car	4 %	3 %
Private leasing car	11 %	9 %

KMT 2022

Is there a hobby car in your household?	MOOTTORI
Yes	27 %

In readers households in addition to cars	MOOTTORI
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?	MOOTTORI
Yes	76 %

TIETOYKKÖNEN 2019



# 244 000 MOOTTORI READERS

516 000	<u>cars owned</u>
71 000	<u>considering buying a new car within two years <sup>1)</sup></u>
75 000	<u>also has a hobby car in the household <sup>2)</sup></u>
69 000	<u>has a motorbike in the household <sup>2)</sup></u>
136 000	<u>have a some small machine or power tools in the household <sup>2)</sup></u>
180 000	<u>have at least one bicycle in the household <sup>2)</sup></u>
117 000	<u>has a trailer in the household <sup>2)</sup></u>
22 000	<u>has an ATV in the household <sup>2)</sup></u>
17 000	<u>has an snowmobile in the household <sup>2)</sup></u>
47 000	<u>live in a household with an income of over 85 000 € / year <sup>1)</sup></u>
143 000	<u>live on a homestead or farm <sup>1)</sup></u>
207 000	<u>live in an owner-occupied property <sup>1)</sup></u>
152 000	<u>interested in construction or renovation <sup>1)</sup></u>
122 000	<u>are interested in entertainment devices or computer technology <sup>1)</sup></u>
139 000	<u>interested in moving around in nature <sup>2)</sup></u>
1 800 000	<u>overnight stays in domestic hotels per year <sup>2)</sup></u>

## 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.**

<sup>1)</sup> Source: KMT2022

<sup>2)</sup> Source: Tietoykkönen 2019





## moottori.fi

Moottori website visitors are very interested on cars, traffic, car travelling and sports.

Visitors **467 767** / month

Page loads **932 246** / month

Numbers: 8-2022

## Newsletter

Moottori's newsletter brings the latest stories to **13 000** readers twice a week.



## MOOTTORI.FI ADVERT LOCATIONS

Advert type	Size (px)	CPM
<b>PC and TABLET</b>		
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
--------	---------------	------------

Our instructions comply with IAB Finland web marketing standards. All material and follow-up images must be HTTPS compliant.

Pictures in GIF, JPG or PNG format and third-party materials ready for publication 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 <sup>st</sup> spread	430 x 280	11 800 €
2/1 p.	430 x 280	10 160 €
Back cover	215 x 250	5 590 €
2 <sup>nd</sup> cover	215 x 280	5 390 €
3 <sup>rd</sup> cover	215 x 280	5 290 €
1/1 p.	215 x 280	5 080 €
1/2 p. (horizontal)	215 x 138	3 050 €
1/2 p. (vertical)	105 x 280	3 050 €
1/3 p. (horizontal)	215 x 90	2 610 €
1/3 p. (vertical)	70 x 280	2 610 €
1/4 p.	92 x 122	2 030 €

## ATTACHMENTS

Examples

Weight	Price/1 000 unit
30 gr	119 €
100 gr	195 €

Request a quote for the implementation of your own affiliate campaign. Glued appendix, loose appendix between magazine, product sample or catalog in bag. Contact us and we will tell you about the possibilities of the attachments.

## 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 45  
Discounts for printing twice (5 %), 5 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 105 A, 00550 Helsinki  
[www.moottori.fi](http://www.moottori.fi)  
[www.autoliitto.fi](http://www.autoliitto.fi)

## MATERIAL

[ilmoitukset@moottori.fi](mailto:ilmoitukset@moottori.fi)  
[www.aikakausmedia.fi/ADS](http://www.aikakausmedia.fi/ADS)

## DELIVERY OF INSERTS

Sari Vahtinen  
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](mailto:jari.istolainen@moottori.fi)

## DEADLINES FOR MATERIAL FOR 2022

Issue	Publication date	Booking date	Material date	Theme of the month
MOOTTORI 1–2	25.1.	6.1.	10.1.	Motorcycles. Winter break and driving safety. Tourism. New and used cars.
MOOTTORI 3	22.2.	3.2.	7.2.	Comparison of electric cars. Summer tire test. Tourism. New and used cars.
MOOTTORI 4	22.3.	3.3.	7.3.	Summer tire test. Motorhomes. Tourism. New and used cars.
MOOTTORI 5	26.4.	7.4.	11.4.	Electric bicycles. Car novelties 2023. Tourism. New and used cars.
MOOTTORI 6	31.5.	12.5.	16.5.	Car comparison. Tourism. New and used cars.
MOOTTORI 7	5.7.	16.6.	20.6.	Comparison of electric cars. Tire test. Tourism. New and used cars.
MOOTTORI 8	16.8.	28.7.	1.8.	Winter tire test. Tourism. New and used cars.
MOOTTORI 9	20.9.	1.9.	5.9.	Winter tire test. Tourism. New and used cars.
MOOTTORI 10–11	25.10.	6.10.	10.10.	Car news 2024. Tourism. New and used cars.
MOOTTORI 12	4.12.	17.11.	20.11.	Car comparison. Tourism. New and used cars.