

PRINT – DIGITAL – SOCIAL MEDIA

MOOTTORI.FI

moottori

Vehicles – Travel – Transport

264 000
READERS

Media for
Finnish car
enthusiasts

MEDIA DETAILS FOR

2024

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 9 times per year. Moottori is issued and published by Autoliitto r.y. - The Automobile and Touring Club of Finland. 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 317 900 READERS*

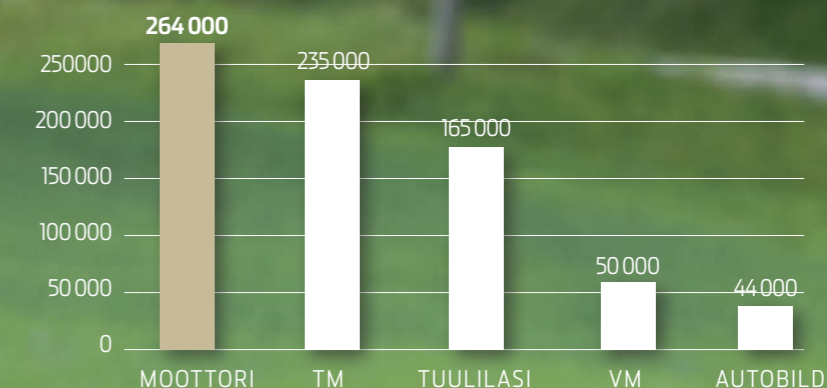
(print + digital)

*KMT 2023



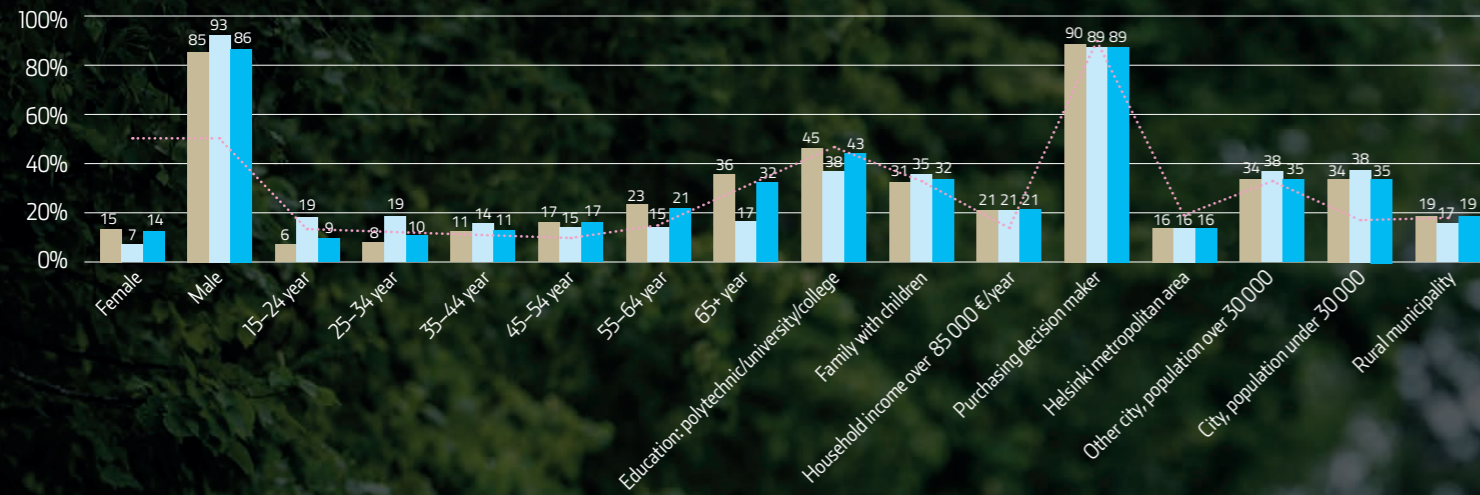
The biggest car magazine in Finland 264 000 READERS KMT 2023

Car magazine readers 2023



Reader profile KMT2023

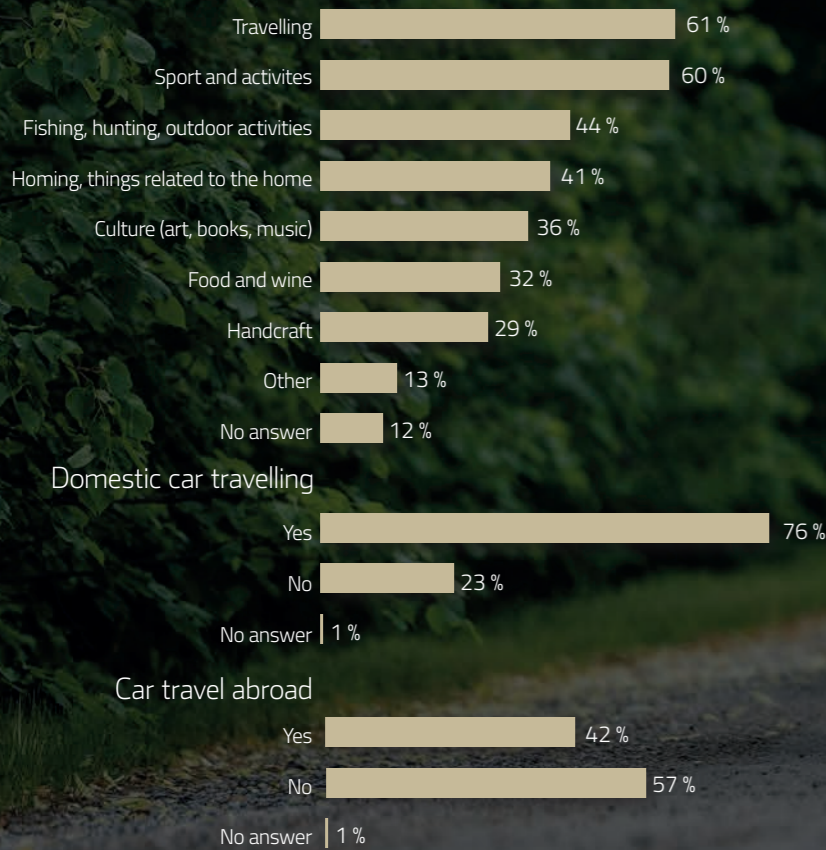
Household incomes, education, family and residence



264 000 Moottori readers (print)
Total reach **317 900**

- 516 000** cars owned
- 67 300** considering buying a new car within two years ¹⁾
- 75 000** has also a hobby car in the household ²⁾
- 69 000** has a motorbike in the household ²⁾
- 136 000** has a some small machine or power tools in the household ²⁾
- 180 000** has at least one bicycle in the household ²⁾
- 117 000** has a trailer in the household ²⁾
- 22 000** has an ATV in the household ²⁾
- 17 000** has a snowmobile in the household ²⁾
- 67 300** lives in a household with an income of over 85 000 € / year ¹⁾
- 190 600** lives on a detached house or a homestead ¹⁾
- 260 400** lives in an owner-occupied property ¹⁾
- 185 900** interested in construction or renovation ¹⁾
- 120 600** interested in entertainment devices or computer technology ¹⁾
- 161 000** interested in moving around in nature ¹⁾
- 1 800 000** overnight stays in domestic hotels per year ²⁾

Hobbies Moottori, reader research 2019



	MOOTTORI	ALL
Gender		
Female	14 %	51 %
Male	86 %	49 %
Age		
15-24 years	9 %	13 %
25-34 years	10 %	14 %
35-44 years	11 %	14 %
45-54 years	21 %	14 %
55-64 years	21 %	16 %
over 65 years	32 %	28 %
Number of cars in household		
One car	45 %	49 %
Two cars	35 %	32 %
Three or more	14 %	10 %
If buying or trading car right now, it would be		
New car	26 %	23 %
Used car	71 %	68 %
Company car	4 %	3 %
Private leasing car	11 %	9 %

KMT 2023

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

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 %

TIETOYKKÖNEN 2019

Moottori reader

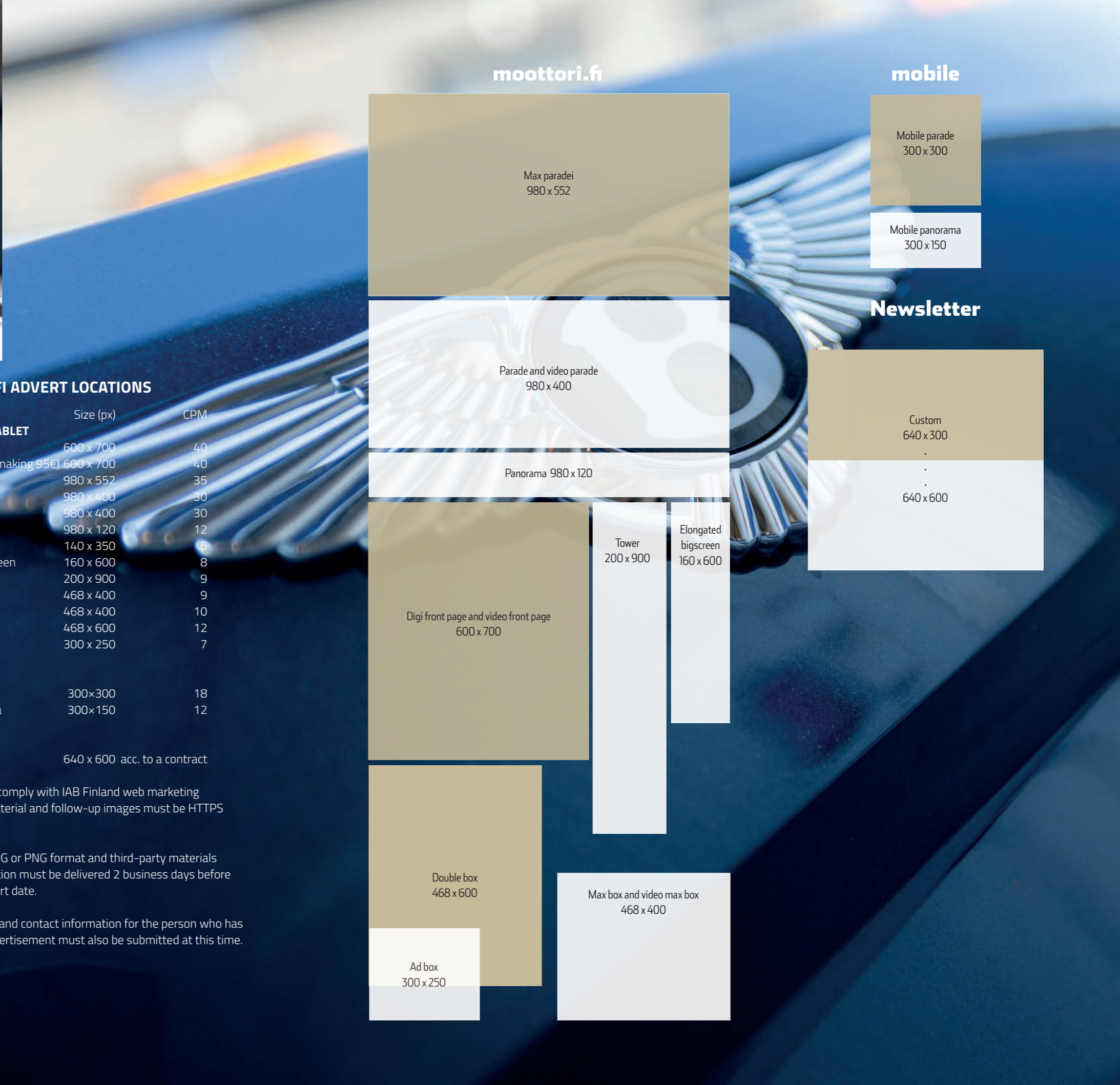
Our typical reader has a good income and **owns several vehicles.**

Quality matters when makes purchasing decisions.

Lives in an **owner-occupied property.**

¹⁾ Source: KMT2023

²⁾ Source: Tietoykkönen 2019



Moottori.fi

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

Page views **1 119 288**

Vivitors, total **437 726**

Numbers: 9/2023

Newsletter

Moottori's newsletter brings the latest stories to **15 000** readers twice a week.



MOOTTORI.FI ADVERT LOCATIONS

Advert type	Size (px)	CPM
DESKTOP and TABLET		
Digi front page	600 x 700	40
Video front page (making 95€)	600 x 700	40
Max parade	980 x 552	35
Parade	980 x 400	30
Video parade	980 x 400	30
Panorama	980 x 120	12
Bigscreen	140 x 350	6
Elongated bigscreen	160 x 600	8
Tower	200 x 900	9
Max box	468 x 400	9
Video max box	468 x 400	10
Double box	468 x 600	12
Ad box	300 x 250	7

MOBILE

Mobile parade	300x300	18
Mobile panorama	300x150	12

NEWSLETTER

Custom	640 x 600 acc. to a contract	
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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

Max paradei
980 x 552

Parade and video parade
980 x 400

Panorama 980 x 120

Digi front page and video front page
600 x 700

Double box
468 x 600

Ad box
300 x 250

Tower
200 x 900

Elongated
bigscreen
160 x 600

Max box and video max box
468 x 400

mobile

Mobile parade
300 x 300

Mobile panorama
300 x 150

Newsletter

Custom
640 x 300

640 x 600



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 9 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

RATES

Size	Millimetres	Rate
1 st spread	430 x 280	11 800 €
2/1 p.	430 x 280	10 160 €
Back cover	215 x 250	5 590 €
2 nd cover	215 x 280	5 390 €
3 rd cover	215 x 280	5 290 €
1/1 p.	215 x 280	5 080 €
1/2 p. (horiz.)	215 x 138	3 050 €
1/2 p. (vert.)	105 x 280	3 050 €
1/3 p. (horiz.)	215 x 90	2 610 €
1/3 p. (vert.)	70 x 280	2 610 €
1/4 p.	92 x 122	2 030 €

ATTACHMENTS

Examples

Paino	Hinta/1000 kpl
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.

DEADLINES FOR MATERIAL FOR 2024

Issue	Publication date	Booking date	Material date	Theme of the month
MOOTTORI 1–2	31.1.	12.1.	16.1.	Motorcycles. Electric cars. Traveling. New and used cars.
MOOTTORI 3	6.3.	16.2.	20.2.	Summer tire test. Final report of the usability test. Traveling. New and used cars.
MOOTTORI 4	10.4.	22.3.	26.3.	Summer tire test. Motorhomes. Traveling. New and used cars.
MOOTTORI 5	15.5.	26.4.	30.4.	The cost of driving. Final report of the usability test. Traveling. New and used cars.
MOOTTORI 6–7	19.6.	31.5.	4.6.	Car comparison. Traveling. New and used cars.
MOOTTORI 8	14.8.	26.7.	30.7.	Erikoistesti. Traveling. New and used cars.
MOOTTORI 9	11.9.	23.8.	27.8.	Winter tire test. Traveling. New and used cars.
MOOTTORI 10	16.10.	27.9.	1.10.	Winter tire test. Traveling. New and used cars.
MOOTTORI 11–12	27.11.	8.11.	12.11.	Car comparison. Traveling. New and used cars.

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, Finland
www.moottori.fi
www.autoliitto.fi

