

RASKAS KALUSTO

Media Kit 2025 • www.raskaskalusto.fi

A magazine for
**transport
professionals!**

FEATURES

Test drives, new vehicles
and user evaluations.

ON THE ROAD

We tag along with the pros.



WHAT
MAGAZINE?



DISTRIBUTION &
CIRCULATION



ADVERTISE
WITH US!



EDITORIAL CALENDAR &
PRICES



SIZES



PUBLISHER



CONTACT

RASKAS KALUSTO

The most widely read
Finnish magazine in
the business!

8 issues per year

What magazine?

A good professional magazine shows its reader the everyday the way the worker sees it and says it. In addition, you get valuable information about the latest products in the form of test drives and news, adding content of machinery that means a little more than ordinary to the user. Between the lines, you get a feeling of the writer's well-crafted professionalism along with a true passion for the trade.

From the get go, Raskas Kalusto has been the most widely read Finnish professional magazine in the business. It's taken hard work to make it happen, and the efforts of our team can be seen on every page you set your eyes on. With high-quality photojournalism and grabbing articles, we reach every corner of the country for material – quite often abroad, too.



Juha Pokki, editor-in-chief

» Events

Current events and happenings when they're fresh.

» Features

We feature transport trade and the related companies with a positive attitude.

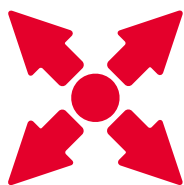
» News

New products and current events.

» Test drives

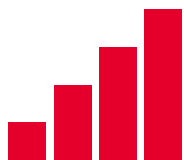
We try out the wide variety of heavy duty vehicles.

Reach the decision-makers effortlessly!



Distribution

Distribution: In 2021, the default run is **16 000** issues, distributed to subscribers and for sale via some **3 000** Lehtipiste newsagents throughout the country.



Circulation

Our circulation is **14 000** pieces per issue. Our reader base consists of approx. **70 000** people, and we reach a great deal of the **13 000** businesses in the trade.

Domestic and ecological!

Finnish content printed on Finnish paper. In addition to that, both the paper and the production process have been certified ecological.





Why advertise in Raskas Kalusto?



1. Our high-quality, feel-good and well-made content and classy illustration is highly praised amongst our readers.

2. A paid magazine will be thoroughly read and long kept.

3. As our magazine always consists of at least 70% of editorial material, the advertisements will stand out well.

7. A magazine is the most cost-efficient way to reach the trade.

6. Unlike many of our competitors, the magazine is widely available as single issue.

5. Among our readers are people who decide the procurement of equipment in their company.

4. We do sincere work on-site to meet the interests of the readers and advertisers.

8. We are an independent voice of the transport business.

9. Advertisement work is included in the advertising prices.



Advertising prices

Size	4-colour
2/1 (spread)	3 690 €
1/1 (back page)	2 490 €
1/1	1 890 €
1/2	1 190 €
1/3	790 €
1/4	650 €
1/6	450 €
1/12	280 €

RaskasKalusto.fi advertisement banners	
300 px × 250 px	30 € / 1000 views
980 px × 400 px	50 € / 1000 views

Editorial Calendar 2025

Issue	Material	On sale	Theme
1/2025	16.12.2024	23.1.2025	
2/2025	10.2.2025	6.3.2025	Big mailing number
3/2025	24.3.2025	17.4.2025	Mansen Mörinät
4/2025	28.4.2025	22.5.2025	Proforest
5/2025	9.6.2025	3.7.2025	Power Truck Show
6/2025	4.8.2025	28.8.2025	Maxpo
7/2025	22.9.2025	16.10.2025	
8/2025	3.11.2025	27.11.2025	Merry Christmas!

Placement bookings: +10 %

Yearly contract discount: -30 %

Advertisement agency discount: -10 %

VAT will be added.

Technical data



Magazine size: A4 (210 x 297 mm)

Binding: Glued

Print process: Heatset

Printed in: PGM

ICC-profile: ISO Coated v2 (cover), ISO Coated v2 300% (inlay)

Cancellations: Any cancellations have to be made three weeks before issue date. Anything cancelled from that date onwards will be charged according to the pricing.

Reclamations: Any reclamations must be made within eight days of the advertisement's publication. The responsibility of the publisher is limited to the advertisement pricing.

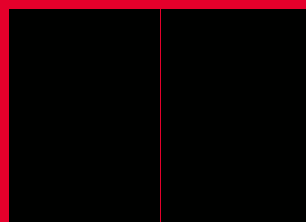
We reserve the right to submit changes.

Material address: materiaali@raskaskalusto.fi

RASKAS KALUSTO



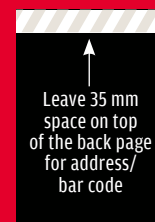
Sizes



2/1 (spread)
420 x 297
(+ 5 mm bleed)



1/1 (full page)
210 x 297
(+ 5 mm bleed)



1/1 (back page)
210 x 297
(+ 5 mm bleed)



1/2 horizontal
210 x 147
(+ 5 mm bleed)



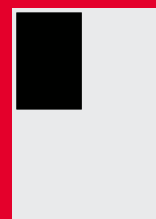
1/2 vertical
101 x 297
(+ 5 mm bleed)



1/3 vertical
63 x 287



1/3 horizontal
195 x 94



1/4 vertical
96 x 142



1/4 horizontal
195 x 69



1/6 horizontal
129 x 69



1/6 vertical
63 x 142



1/12
63 x 69



Publisher

Viipalemediat Oy is a substantial, Finnish-owned company. We publish Raskas Kalusto, Koneurakointi, Klassikot, Vanhat Koneet and Amerikan Rauta. Our selection also includes book production. All are the top sellers in their own fields, so we know how to make our magazines interesting!



Amerikan Rauta

For the love of American iron

A magazine for everyone, who doesn't just see American cars as a hobby, but also as a way of life. We look at them from a modern point of view, without forgetting the importance of events and cruises.

www.amerikanrauta.fi



Klassikot

Driven in time

Klassikot is a magazine with cars from the 1950s to the 1980s, complete with stories of restoration projects, events, detailing and overhauling tips - with the occasional classic motorcycle and moped in the spotlight.

www.klassikot.fi



Koneurakointi

A professional magazine hard as a rock

Koneurakointi is a new and decidedly different professional magazine, aimed at the businesses and pros of the trade. You will find machine news and new machines in it, along with plenty of useful information on equipment, projects and contractors.

www.koneurakointi.fi



Raskas Kalusto

The leading professional magazine

Raskas Kalusto tells you like it is, reporting on the everyday work in the trucking business. On our pages you will also find news and new products of the trade, complete with test drives and equipment features.

www.raskaskalusto.fi



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Vanhat Koneet

On solid ground

Vanhat Koneet is a new kind of magazine for the machine hobbyist. We feature tractors, earthwork machines and equipment for transport, plowing and cultivating, along with stories of decades-old work methods and chapters in history.

www.vanhatkoneet.fi

We are in the core of the transport business, now and in the future!

Contact us!

Let's design you a working and competitive advertising campaign.



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