



FOR PROFESSIONALS IN PASSENGER TRANSPORT

Pikavuoro is a journal targeted at professionals. It reaches everyone and offers its readers useful information. The extensive and targeted distribution provides advertisers with a clearly defined target group.

Pikavuoro is sent to all owners of buses, minibuses, and taxi minibuses by making use of up-to-date vehicle registry information. In addition, the distribution covers the field's educational institutions, the public sector, and various interest groups.

Our professional editorial staff test drive the newest bus, minibus, and taxi minibus models. The articles deal with the field's entrepreneurs and also new products and companies. Pikavuoro was first published in 2007, and in 2009 four issues will be printed. The standard print run is above 16,000.

Read Pikavuoro and enjoy.

Jussi Lehtonen
Editor-in-chief

www.pikavuoro.com

+ PUBLICATION AND THEMES

Issue	Material submission	Publication
1	27.3.	17.4.
Logistics & Transport 2009 Exhibition		
2	25.5.	9.6.
Bus 2009 Exhibition		
3	28.8.	15.9.
Training / Tyres		
4	20.11.	10.12.
Safety		

3. annual volume



**DISTRIBUTION:
ALL OWNERS OF
BUSES, MINIBUSES,
AND TAXI
MINIBUSES**

+ TECHNICAL DATA

Journal format	210 x 297 mm (A4)
Printing area	210 x 297 (187 x 265 mm inside margins)
Column width	43 mm, 4 columns
Paper	MFC
Binding	stapling
Printing method	heat-set, offset rotation
Line density	48 l/cm Four-colour images: 60 l/cm
Print run	16,000 copies on average
Directed distribution	14,750 copies on average
Printing house	Acta Print Oy www.actaprint.fi

+ MATERIAL

Online transfer	FTP (usernames and passwords issued by the office)
Digital material	PDF (prepared for pre-press, size 1:1), CMYK colours, image resolution 300 dpi
Instructions for electronic material:	refer to page 27

+ EDITORIAL OFFICE

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+ STANDARD SIZES AND ADVERTISEMENT PRICES



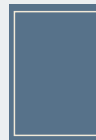
Cover €3,591
210 x 230



Back cover €3,146
210 x 297



2/1 spread €4,078
420 x 297

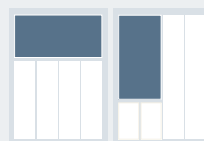


Full page €2,443
210 x 297

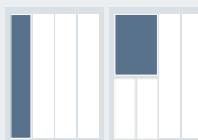
Inner covers €2,794
210 x 297



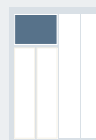
1/2 page €1,772
91 x 265 187 x 130



1/3 page €1,223
187 x 90 91 x 180



1/4 page €956
43 x 265 91 x 130



1/8 page €484
91 x 65

Column millimetre Black and white €2.63 , 4-color €3.77

VAT (22%) will be added to all prices

- + Selected location costs 5% extra
- + Advertising agencies receive a 15% discount (finished material)
- + Withdrawals: by the deadline for materials
- + Complaints: within eight days after date of publication
- + Liability is limited to the price of the advertisement in question
- + We reserve the right to change prices
- + A separate charge according to the current price list is collected for forwarding of advertisements and materials published in the journal
- + The citing/copying of advertisements designed/written for the journal requires the editorial office's permission
- + Payment is to be made to
SL-Mediat Oy, Sampo Pankki Oyj, account no. 800014-225018

INSERTS

Region-specific inserts are available as well.
Please ask our media sales staff for further information.

+ E-MAIL

Autopokkari

toimitus@autopokkari.com

Bioenergia Uutiset

uutoimitus@urakointiuutiset.fi

Kevyt Kuljetuskalusto

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Pikavuoro

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Urakointi Uutiset

uutoimitus@urakointiuutiset.fi

+ ONLINE TRANSFER

FTF server: ftp.ippnet.fi

Usernames and passwords are issued by the office.

+ SENDING BY MAIL

Large quantities of material (over 40MB) zipped on a CD-ROM by the material deadline.

Osoite: "Magazine" / SL-Mediat Oy
Takojuankatu 11
FI-33540 Tampere, Finland

+ PRE-PRINT AND COVERING LETTER

Always attach to the delivery your work instruction and sample ad layout (1:1). You can also send the sample ad layout by fax, to +358 (0)3 380 7701.

If you have any questions regarding the material requirements, please call +358 (0)3 380 7700.

INSTRUCTIONS FOR ELECTRONIC MATERIALS

The electronic materials delivered must be ready for printing and in accordance with the instructions presented here.

Software

- We accept FreeHand, Illustrator, QuarkXPress, EPS (Macintosh: fonts, photos, and logos attached), and Adobe Acrobat's high-resolution PDF documents (PDF version 1.4 at minimum). All fonts used in the advertisement must be included (embedded) in the PDF document.
- Word, Excel, and PowerPoint documents are not suitable for printing.

Fonts

- Adobe Font Folio 9 PostScript-type-1 typefaces. If you use any other typefaces, convert the text as paths in FreeHand and Illustrator documents, also within EPS graphics.

Photos and graphics

- As high-resolution CMYK pictures in EPS or TIFF format. Please see the resolution requirements in the journal-specific data.
- No JPEG packing in EPS formats.
- Photos taken with digital cameras in JPEG format.

Colors

- Color values are defined as process color (CMYK).
- Ask for detailed color profiles from the office.
- Index Color and Duotone formats are not acceptable.
- Convert spot color to process color.

Trimming edges

- Full-page advertisements require at least 4 mm trimming edge with corner marks for trimming color or photo surfaces to size.

Packing

StuffIt or BinHex software.