

B2B MAGAZINE FOR AFTERSALES, TIRE RETAIL AND SERVICES & REPAIRS IN FINLAND



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Edition: Monthly

Circulation: approx. 7 000 copies per issue

Language: Finnish

RVK Uutiset has an established subscription, print and digital distribution to approximately 3 500 aftermarket businesses across Finland. The magazine is also an official member benefit of the Finnish Automotive Service Providers Association (AAPT), reaching around 3 000 professionals and 400 workshop companies, including heavy-vehicle service.

PUBLISHING SCHEDULE

ISSUE	MATERIAL DAY	PUBLISHING DATE
6/2026	Sept. 25	Sept. 29
7/2026	Oct. 20	Oct. 29
8/2026	Nov. 14	Nov. 30
9/2026	Dec. 7	Dec. 14
1/2027	Feb. 1	Feb. 10
2/2027	March 4	March 12
3/2027	April 4	April 14
4/2027	May 4	May 14
5/2027	June 4	June 14
6/2027	Aug. 13	Sept. 3
7/2027	Sept. 24	Oct. 4
8/2027	Oct. 22	Nov. 4
9/2027	Nov. 24	Dec. 10

NEWSLETTER SCHEDULE 2026

SEPTEMBER: – Sept. 2
– Sept. 14
– Sept. 29

OCTOBER: – Oct. 5
– Oct. 19
– Oct. 26

NOVEMBER: – Nov. 2
– Nov. 16
– Nov. 30

DECEMBER: – Dec. 7
– Dec. 14
– Dec. 21

Totally 12 newsletters in fall 2026.

COVERAGE:

Automediat.com covers the latest industry news, product launches, events and company developments, reaching key decision-makers across the Finnish automotive aftermarket in print and online.

WHY ADVERTISE WITH AUTOMEDIAT.COM

- Trusted B2B multichannel media in the Finnish automotive aftermarket, workshop and tire retail since 1979..
- Market-leading professional distribution across workshops, aftermarket trade and service networks in Finland.
- Strong local and international industry network with direct access to decision-makers in workshops, wholesalers, distributors and importers.
- Active presence at major international and Nordic industry events including Automechanika Frankfurt, Automechanika Shanghai, Autopromotec Bologna, The Tire Cologne and IAAE Tokyo—in both print and digital channels.

TECHNICAL INFORMATION

Printing type: Offset, CMYK

Advertising material: PDF, 4-colour CMYK, 300 dpi resolution

ADVERTISING SIZES:

1/1 page	253 x 338 mm
1/2 page landscape	253 x 167 mm
1/4 page portrait	125 x 167 mm
1/8 page landscape	125 x 81 mm

BANNER SIZES

WEB PAGE BANNERS:

TOP BANNER FRONT PAGE + CATEGORY PAGES

- 1115 x 300 px (desktop) and 800 x 800 px (mobile)
- File type: jpg + URL address

SECOND BANNER FRONT PAGE

- 1115 x 300 px (desktop) and 800 x 800 px (mobile)
- File type: jpg, gif- or mp4-video + URL address

NEWSLETTER BANNERS:

- 600 x 200 px + URL address

ADVERTISING TERMS:

Payment 30 days from invoice date. Interest rate 13%.

Cancellations: 50% of booked rate if cancelled less than 30 days before publication date. Publisher charges 50% from a rate of the booked and cancelled advertisement.

Complaints: within 7 days after publication

Liability: limited to the value of the advertisement

The publisher keeps a right to change an agenda and schedule.