

LINJA

MEDIA INFORMATION

2019

FOR THE BEST TRAFFIC SERVICES - SINCE 1928



LINJA -MAGAZINE (formerly Bussiammattilainen) is the most widely read professional traffic services magazine in Finland, targeted at bus operators, traffic politicians decision-makers, stakeholders in the field, and enthusiasts.



THE MAGAZINE follows the transport policy and the development of public transport by writing news and articles. The topics are also bus travel, road safety, training, well-being at work, marketing and presentations from industry and professionals. Industry service and product innovations, buses and their test runs are featured in magazine numbers.

THEMES BY ISSUE:

Issue	Publ. date	
1	8.2.	Tourism in Lapland + Equipment, Spare parts
2	5.4.	Parliamentary election + Health, Nutrition
3	14.6.	BUS2019-exhibition + Transport equipment, Modification
4	30.8.	Finnish Bus and Coach Association Congress 2019 + Personnel welfare, ergonomy
5	18.10.	MaaS, Traffic safety, Winter driving
6	13.12.	Electric busses and Biofuel, Ekological driving

THE STANDARD PRINT IS

7 000 pcs.

THE LINJA MAGAZINE REACHES

23 600 readers.

