

# PUUTARHA

SANOMAT • TRÄDGÅRDSBLADET

+HeVi

16 years of  
experience  
10 issues  
per year

## Media information 2018

Trädgårdsbladet  
innehåller  
svenska sidor



PUUTARHA-Sanomats is the leading advertising media for horticultural business in Finland.

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### PUBLISHING INFO

PAGE SIZE	250 x 353 mm
COLOUR	4/4
SIZE	32-40 pages
COLUMNS	5
PRINT RUN	5 000 - 8 000 copies
CIRCULATION	Subscribers, wholesale and retail suppliers
PUBLISHER	Puutarha-Sanomats PS Oy
BUSINESS IDENTITY CODE	FI 22786745
CONTACT	www.puutarha-sanomat.fi asiakaspalvelu@puutarha-sanomat.fi
TELEPHONE	+358 10 387 0880
POSTAL ADDRESS	PL 28 FIN-04131 Sipoo Finland

## A medium for partnership

In sixteen years, PUUTARHA-Sanomats magazine has gained a strong foothold among the professionals in food production: growers, sellers and suppliers. For the professionals in food industry, PUUTARHA-Sanomats offers invaluable information on potato, vegetable, berry, fruit and mushroom farming and marketing as well as that of ornamental plants.

In 2018, all ten issues include fresh food retail on top of professional growing expertise.

There is freshness in the approach, too: from a positive approach to farming to multifaceted points of view. The magazine's layout is colourful and innovative. Since 2010, we are using a high-standard sheetfed offset to the reader's benefit in great image quality. Magazine size is a handy but stately B4.

The PUUTARHA-Sanomats digital magazine is updated daily at [www.puutarha-sanomat.fi](http://www.puutarha-sanomat.fi). There are video clips covering fairs and interviews. The online PUUTARHA-Sanomats magazine has a digital archive extending to 2004. All ads running in print automatically appear in the digital issue. The advertisements transferred to the digital version include a targeted link to the advertiser's homepage.

PUUTARHA-Sanomats is more than an advertising media – it is a link between grower and retail; and a way to reach their decisions.

### ADVERTISING INFORMATION AND ORDERS

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hannele.iskala@puutarha-sanomat.fi

### TECHNICAL SPECIFICATIONS

FILE FORMAT	PDF, TIFF
COLOUR SEQUENCE	CMYK, coated
FILE SIZE	300 dpi
FILE TRANSFER	By email to: aineisto@ttt-gs.fi

### BILLING INFORMATION

VAT	All rates shown are exclusive of VAT 24 %.
RECLAMATION PERIOD	Within eight days of receipt of the invoice.
PUBLISHER'S LIABILITY	Publisher's liability for any error will not exceed the cost of the advertisement's space.
CANCELLATION	Neither the advertiser nor its agency may cancel advertising after the issue closing date (7 days prior to Materials Due date).
PAYMENT TERMS	14 days net. Interest on delayed payment 11 %.
BANK DETAILS	OP-Pohjola Group



WE ARE LOOKING FORWARD TO  
COOPERATING WITH YOU!

Jouko Tikkanen, Chief Editor

[jouko.tikkanen@puutarha-sanomat.fi](mailto:jouko.tikkanen@puutarha-sanomat.fi)

• Top quality printing  
• Top quality paper  
• High resolution  
images and ads

Over  
500 000  
downloads  
at our video  
clips!

### AD SIZES

89 × 50 2 columns	89 × 330 2 columns
89 × 89 2 columns	
89 × 160 2 columns	
42,6 × 50 1 column	

230 × 50 Horizontal
230 × 160 1/2

135 × 160 3 columns
183 × 160 4 columns

### EDITORIAL CALENDAR

Issue	Focus	Materials Due	Publishing Date
1/2018	Greenhouse	8.1.2018	19.1.2018
2/2018	Education, Organic produce	5.2.2018	16.2.2018
3/2018	Flowers	5.3.2018	16.3.2018
4/2018	Berries	16.4.2018	27.4.2018
5/2018	New harvest	14.5.2018	25.5.2018
6/2018	Lepaa 2018 trade show	16.7.2018	27.7.2018
7/2018	Energy	13.8.2018	24.8.2018
8/2018	Potatoes	10.9.2018	21.9.2017
9/2018	Extra	8.10.2018	19.10.2018
10/2018	Christmas	12.11.2018	23.11.2018



Efficiency  
at great  
value

No price  
increase  
in 14  
years!

### ADVERTISING RATES (VAT 0%)

Size		Single Ad	Full Year Contract
Back cover	250 × 320 mm + 5 mm bleed	1900	1520
1/1 page	250 × 350 mm + 5 mm bleed	1700	1360
1/2 page	230 × 160 mm	1000	800
4 columns, 1/2 height	183 × 160 mm	850	680
3 columns, 1/2 height	136 × 160 mm	750	600
2 columns, 1/1 height	89 × 330 mm	850	680
2 columns, 1/2 page	89 × 160 mm	600	480
2 columns, square	89 × 89 mm	400	320
2 columns, small	89 × 50 mm	250	200
1/1 width horizontal	230 × 50 mm	500	400
Classified ads	42,5 × 50 mm	120	96



### DIGITAL MAGAZINE puutarha-sanomat.fi

- New webpage 2015
- Digital issues since 2004
- Over 200 video clips
- Publish your own news and articles
- 16 years' databank
- Ask for advertising opportunities in our digital media



Over  
200 000  
readers  
per year

PUUTARHA-Sanommat connects suppliers, growers,  
packers, wholesale and retail merchants