

## Media Card 2023

### Advertisement sales

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### Publisher

Paperi ja Puu Oy  
Aallonharja, Tekniikantie 4  
Talo C 502, FI - 02150 Espoo  
www.puunvuoro.fi

### Publishing company

Legendium Oy  
Melkonkatu 28 D  
FI - 00210 Helsinki  
www.legendium.fi

### Printed By

PunaMusta Oy  
Esko Aaltosen katu 2  
FI - 30100 Forssa

### Circulation

4,000 copies + additional copies  
for exhibitions

### Transactions

Legendium Oy  
IBAN: FI1213133000105688  
BIC: NDEAFIHH

### Material address

markku.jokinen@legendium.fi

### Material technical information

Digital eg. pdf-file.  
Size: 210 x 280 mm  
Bleed: 5 mm  
Paper: Multi Art Silk 100 g/m<sup>2</sup>  
High resolution: 300 dpi

### Cancellation

Cancellation of an advertisement must be made in writing no later than the material deadline date. The publisher reserves the right to charge the whole advertising price, if the cancellation is not made in due time.

### Claims

In writing within 14 days after the issue date. The magazine's liability for mistakes or for absence of an advertisements is limited to the price of the advertisement.

## Publication schedule

Issue	Reservations	Material Deadline	Date of Publication	Theme	Exhibitions and Events
1	15 Feb	16 Feb	24 March	Consumer Behaviour, Packaging	<b>Tissue World</b> , Dusseldorf, Germany March 28–30
2	11 April	17 April	26 May	Innovations, Future	<b>Zellcheming</b> , Wiesbaden, Germany June 20–22 <b>Wepack, World Expo of Packaging Industry</b> , Shanghai, China July 12–14 <b>China International Paper Technology Exhibition and Conference</b> , Shanghai, China August 14–16 <b>Asean Paper</b> , Bangkok, Thailand Aug 30 – Sept 1 <b>Wood</b> , Jyväskylä, Finland September 6–8
3	11 Aug	16 Aug	22 Sept	Technology, latest machinery and equipment, Research, Development and Innovation activities (RDI)	<b>Subcontracting Fair</b> , Tampere, Finland September 26–29 <b>ABTCP</b> , Sao Paulo, Brazil October 17–19 <b>Teknologia 23</b> , Helsinki, Finland November 7–9
4	30 Oct	2 Nov	8 Dec	Students, knowledge, Industry Appeal	<b>Paperex</b> , New Delhi, India December 6–9

# Puunvuoro

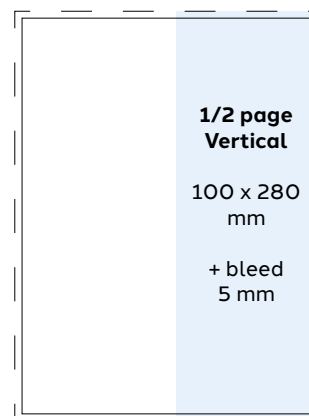
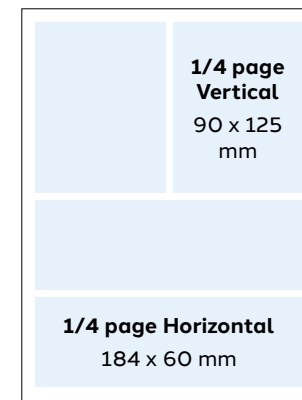
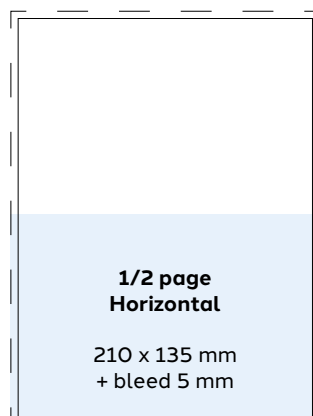
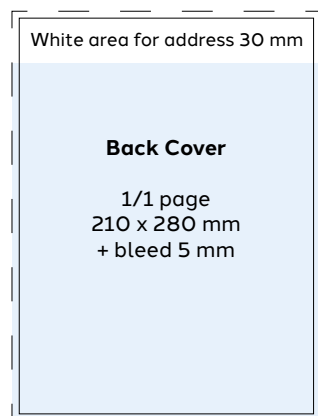
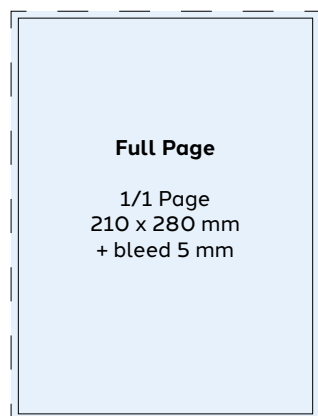
Creating Bioeconomy

## Advertising rates

Puunvuoro. Size of the magazine is 210 x 280 mm.

Bleed 5 mm. Prices excl. VAT.

Please note space for printing address on back cover, full magazine width and 30 mm high.



Size			
2/1	Spread	420 x 280 mm	4,650 €
1/1	Full Page	210 x 280 mm	2,900 €
	2nd Cover		3,500 €
	3rd Cover		3,500 €
	Back cover		3,500 €
1/2	Horizontal	210 x 135 mm	1,950 €
1/2	Vertical	100 x 280 mm	1,950 €

+ 5 mm bleed

Size			
1/4	Horizontal	184 x 60 mm	1,000 €
1/4	Vertical	90 x 125 mm	1,000 €
Recruitment Ads		b/w	4-colour
1/1	210 x 280 mm	1 350 €	2,200 €
1/2	210 x 135 mm	800 €	1,250 €
1/4	90 x 125 mm	450 €	700 €

## Banner Ads puunvuoro.fi

300  
x  
300  
px

1120 x 400 px

Banner	300 x 300 px	Banner	1120 x 400 px
1 mth	390 €	1 mth	600 €
2 mths	750 €	2 mths	950 €
3 mths	900 €	3 mths	1,150 €

File formats gif-, jpg- or flash.  
Colours RGB. File size must be 100KB or smaller. Other sizes according to agreements. Sound effects are not permitted.

## Advertorials Magazine

An advertorial is a statement written and designed in the form of a newspaper article. The advertorial will have a clearly distinguishable edge mark "ADVERTISEMENT".

Price	1/1 page	2,900 €
	2/1 page	4,650 €

## Advertorials puunvuoro.fi

Price	1 mth	650 €
	2 mths	950 €
	3 mths	1,150 €

The prices are valid when the material comes ready for printing. Turnkey editorial service: text production 750 € + photography 450 €. Prices excl. VAT.