

Media Card 2024

Advertisement sales

Leif Lindberg
Tel. +358 400 623 245
leif.lindberg@fimoy.fi

Editor

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

Editor in Chief

Jouni Törrönen
jouni.torronen@legendium.fi
Tel. +358 50 525 2455

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

Transactions

Legendium Oy
VAT number: FI09974020
IBAN: FI1213133000105688
BIC: NDEAFIHH

Circulation

4,000 copies + additional
copies for exhibitions

Material address

markku.jokinen@legendium.fi

Material technical information

Digital eg. pdf-file
Size: 210 x 280 mm
Bleed: 3 mm
Paper: Multi Art Silk 100 g/m²
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	19 Feb	22 Feb	28 March	Networks, investments, product development (Pulp&Beyond Issue)	PacTec , Helsinki, Finland March 13–14 Pulp&Beyond , Helsinki, Finland April 10–11 Chembio , Helsinki, Finland April 10–11 Wepack , World Expo of Packaging, Shenzhen, China April 10–12 Pohjoinen Teollisuus , Oulu, Finland May 22–23
2	22 April	25 April	30 May	Sustainable business environment, energy	Zellcheming , Wiesbaden, Germany June 18–20 Asean Paper , Bangkok, Thailand July 3–5 China International Paper Technology , Wuhan, China September 25–27
3	16 Aug	21 Aug	26 Sept	Automation, technology	Alihankinta , Tampere, Finland October 1–3 Energia , Tampere, Finland October 22–24
4	4 Nov	7 Nov	12 Dec	Future makers, attractiveness of the forestry sector, industrial design	

Puunvuoro

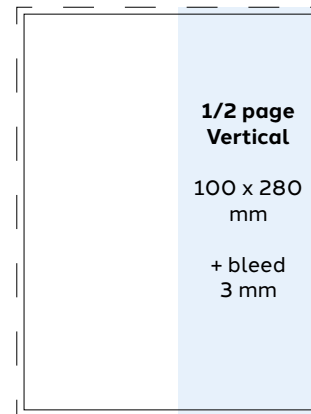
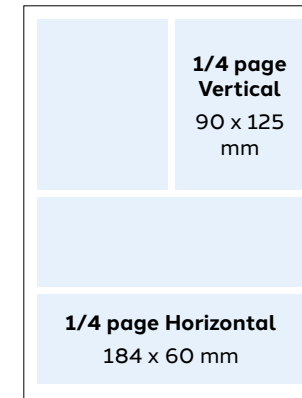
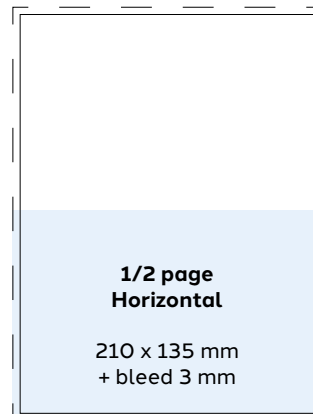
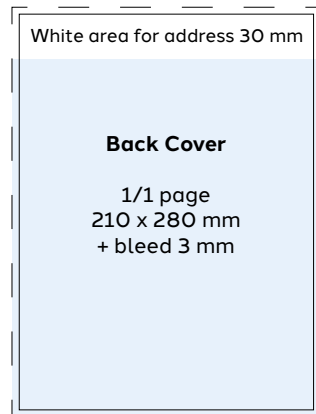
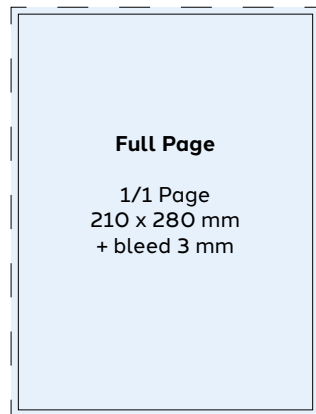
Creating Bioeconomy

Advertising rates

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

Bleed 3 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 €

+ 3 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.