

Your gate to finnish gardenbusiness

Issue number	Publishing day	Material deadline	Issue	Plant of the week	P&k Florist -issue	Finnish Florist Association	Finnish Fruit & Berry Growers Association	Markkina-paikka directory	Extra delivery
1	12.1.	2.1.	20 years of P&k!	Salads			HML	MP	+1 500
2	26.1.	16.1.	Interior design with houseplants	Bulbflowers	P&k F	SKKL			
3	9.2.	30.1.	Vegetables in greenhouse	Trees			HML	MP	
4	23.2.	13.2.	Technology	Onions	P&k F	SKKL			
5	9.3.	27.2.	Plant protection: vegetables	Cucumber			HML	MP	
6	23.3.	13.3.	Retail	Potplants	P&k F	SKKL			
7	6.4.	27.3.	Work	Herbs			HML	MP	
8	27.4.	18.4.	Business economy	Housplants	P&k F	SKKL			
9	11.5.	2.5.	Soil	Tomato			HML	MP	
10	24.5.	15.5.	Urban gardening	Bedding plants			HML	MP	
11	8.6.	29.5.	Consumers	Cabbages			HML	MP	
12	29.6.	19.6.	Flowers	Berries			HML	MP	
13	10.8.	31.7.	Lepaa exhibitionguide	Perennials	P&k F	SKKL			+6 000 exhibition
14	7.9.	28.8.	Lepaa 2016	New plants			HML	MP	+2 500 marketing
15	21.9.	11.9.	Green areas	Pumpkins	P&k F	SKKL			+1 200 students
16	5.10.	25.9.	Berries and fruits	Bushes			HML	MP	
17	19.10.	9.10.	Circular economy	Vegetables	P&k F	SKKL			
18	2.11.	23.10.	Vegetables at open field, Calender 2018	Root vegetables			HML	MP	+5 000 calender
19	23.11.	13.11.	Trends 2018	Small greens	P&k F	SKKL			
20	14.12.	4.12.	Plant protection: fruits and berries	Apples			HML	MP	

ADVERTISEMENT RATES

Prices are in euros and will be valid from 1.1.2017 until 31.12.2017.

size	mm	black&white, €	4-colour, €
2/1 spread	390 x 260	1 600	2 650
1/1	185 x 260	1 160	1 940
1/1 spread, horiz.	390 x 130	1 160	1 940
1/2 vertical	90 x 260	870	1 460
1/2 horizontal	185 x 130	870	1 460
1/3 vertical	90 x 170	670	1 120
1/3 horizontal	185 x 85	670	1 120
1/4 vertical	90 x 130	670	1 080
1/4 horizontal	185 x 65	670	1 080
1/8	90 x 65	360	680
1/8	185 x 33	360	680

CLASSIFIEDS 42x20 mm 67 euro. Other sizes 3,50 euro/column mm.

DISCOUNTS

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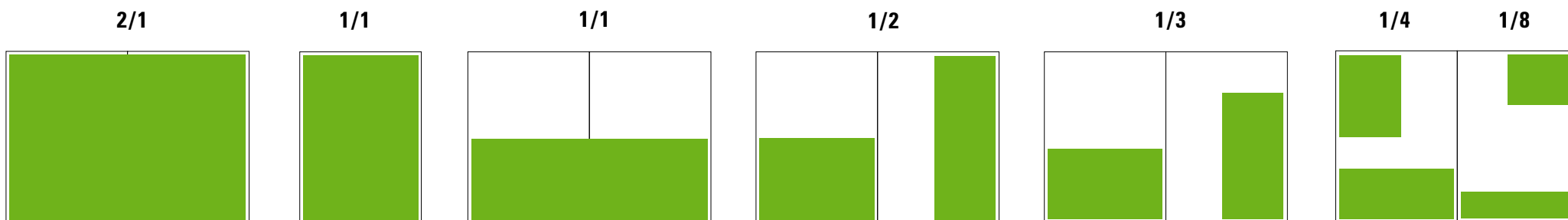
Discounts: second publication of same advertisement 15%.

Third publication of the same advertisement 20%.

FOLDERS e.g. 2-sides 930 e 4-sides 1 650 e + inserting costs

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MARKKINAPAIKKA

Markkinapaikka-directory, price for a year

size	black&white	full colour
42 x 30	620 e	890 e
42 x 60	890 e	1 190 e
90 x 60	1 450 e	1 880 e

Markkinapaikka is published 12 times a year.

TECHNICAL DATA

Size of page A4 (210mm x 297mm)
 Printing area 185 x 265 mm
 Number of columns 4, each 42 mm
 Printing method offset
 Printing material Preferably in pdf-form,
 pictures 250–300 dpi, colours CMYK or RGB,
 embed all fonts.

Circulation	2 487
(Audit bureau of circulations 2015)	
Readers	7 212
Readers involved decision-making	6 274

ADVERTISEMENTS & MATERIALS

Reservations and materials, please contact

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CALENDER 2018

P&k Calender is published for ninth time.

Price for one month

ad size	price
80 x 30	190 e
169 x 30	365 e
256 x 30	545 e

