

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.	Wellness from garden	Lettuce			HML	MP	+1 500
2	26.1.	15.1.	Wholesales	Houseplants	P&k F	SKKL			
3	9.2.	29.1.	Vegetables in greenhouse	Trees&shrubs			HML	MP	
4	23.2.	12.2.	New ways of growing	Bulbflowers	P&k F	SKKL			
5	9.3.	26.2.	Plant protection: vegetables	Onions			HML	MP	
6	23.3.	12.3.	Corporate responsibility	Perennials	P&k F	SKKL			
7	13.4.	29.3.	Organic growing	Herbs			HML	MP	
8	27.4.	16.4.	Retail	Potplants	P&k F	SKKL			
9	18.5.	4.5.	Diversity in horticulture	Cucumber			HML	MP	
10	1.6.	21.5.	Intelligent garden	Apple			HML	MP	
11	15.6.	4.6.	Refinement	Bedding plants			HML	MP	
12	29.6.	18.6.	Flowers	Strawberry			HML	MP	
13	10.8.	30.7.	Lepaa exhibition guide	Berries	P&k F	SKKL			+6 000 exhibition
14	7.9.	27.8.	Lepaa exhibiton 2018	New plants			HML	MP	+2 500 marketing
15	21.9.	10.9.	Horticultural professionals	Cabbage	P&k F	SKKL			+ 900 new students
16	5.10.	24.9.	Berries and fruits	Tomato			HML	MP	
17	19.10.	8.10.	Landscaping	Root vegetables	P&k F	SKKL			
18	2.11.	22.10.	Vegetables at open field, Calendar 2019	Mushrooms			HML	MP	+3 500 calender
19	23.11.	12.11.	Consumers	Christmas flowers	P&k F	SKKL			
20	14.12.	3.12.	Plant protection: fruits and berries	Sproutsµgreens			HML	MP	

ADVERTISEMENT RATES

Prices are in euros and will be valid from 1.1.2018 until 31.12.2018.

size	mm	price
2/1 spread	390 x 260	2 650
1/1	185 x 260	1 940
1/1 spread, horiz.	390 x 130	1 940
1/2 vertical	90 x 260	1 460
1/2 horizontal	185 x 130	1 460
1/3 vertical	90 x 170	1 120
1/3 horizontal	185 x 85	1 120
1/4 vertical	90 x 130	1 080
1/4 horizontal	185 x 65	1 080
1/8	90 x 65	680
1/8	185 x 33	680

- Why P&k?
- Because everything
is not in google.

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

DISCOUNTS

Agency commission 15%.

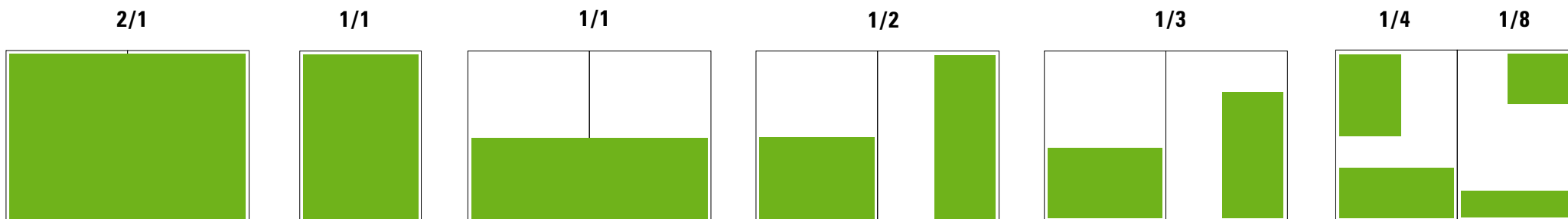
Discounts: second publication of same advertisement 15%.

Third publication of the same advertisement 20%.

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

Special folders or samples – please ask for an individual offer.

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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	2 383
(Audit bureau of circulations 2016)	
Readers	6 910
Readers involved decision-making	6 011

ADVERTISEMENTS & MATERIALS

Reservations and materials, please contact

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CALENDER 2019

P&k Calender is published for 11.th time.

Price for one month

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

