

Puutarha&kauppa is the leading advertising media for horticultural business in Finland.

With Puutarha&kauppa's 20 issues per year you will reach professionals from all branches of Finnish horticulture: flowers and vegetables both under glass and on the field, floristry, garden centers, wholesalers and retailers, landscaping, nurseries, education and research.

MEDIA CARD 2019

Your gate to Finnish horticultural business

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 circulation
1	11.1.	28.12.18	Services	Bulbflowers	P&k F	SKKL			
2	25.1.	14.1.	Plant protection for fruits and berries	Cucumber			HML	MP	
3	8.2.	28.1.	Greenhouse vegetables + plant protection	Trees&shrubs	P&k F	SKKL			
4	22.2.	11.2.	Labor, Plant protection for open field vegetables	Onions			HML	MP	
5	8.3.	25.2.	New packaging	Houseplants	P&k F	SKKL			
6	22.3.	11.3.	Fair trade	Lettuce			HML	MP	
7	5.4.	25.3.	Retail	Herbs	P&k F	SKKL			
8	26.4.	8.4.	Organic horticulture	Cabbage			HML	MP	
9	17.5.	6.5.	Digitalizations possibilities	Bedding plants	P&k F	SKKL			
10	31.5.	20.5.	Renewable energy	Strawberry			HML	MP	
11	14.6.	3.6.	Import	Apple			HML	MP	
12	5.7.	24.6.	Flowers	Berries			HML	MP	
13	9.8.	29.7.	Lepaa exhibition guide	Tomato			HML	MP	
14	6.9.	26.8.	Lepaa exhibiton 2019	New plants			HML	MP	+6 000 exhibition
15	20.9.	9.9.	Entrepreneurship	Perennials	P&k F	SKKL			+2 500 marketing
16	11.10.	30.9.	Berries and fruits, Calendar 2020	Sproutsµgreens			HML	MP	+ 800 new students
17	25.10.	14.10.	Finnish Glasshouse Growers' Association 100 years	Sweet pepper	P&k F	SKKL			+3 500 calendar
18	15.11.	4.11.	Open field vegetables, Sirkkaletti-brand 30 years	Pumpkins			HML	MP	
19	29.11.	18.11.	Landscaping and nurseries	Christmas flowers	P&k F	SKKL			
20	13.12.	29.11.	Climate change	Root vegetables			HML	MP	

P&k is the member magazine for Finnish Glasshouse Growers' Association 20 times, Finnish Fruit and Berry Growers' Association 12 times and Finnish Florists' Association 8 times a year.

ADVERTISEMENT RATES

Prices are in euros and will be valid from 1.1.2019 until 31.12.2019.

size	mm	price
2/1 spread	390 x 260	2 700
1/1	185 x 260	1 980
1/1 spread, horiz.	390 x 130	1 980
1/2 vertical	90 x 260	1 490
1/2 horizontal	185 x 130	1 490
1/3 vertical	90 x 170	1 140
1/3 horizontal	185 x 85	1 140
1/4 vertical	90 x 130	1 100
1/4 horizontal	185 x 65	1 100
1/8	90 x 65	690
1/8	185 x 33	690

Decision makers
read
Puutarha&kauppa

CLASSIFIEDS 42x20 mm 68 euros. Other sizes 3,60 euros/column mm.

DISCOUNTS

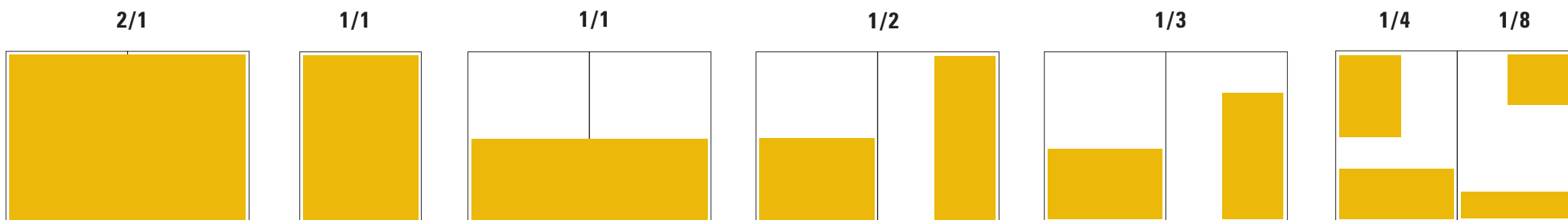
Agency commission 15%.

Discounts: second publication of same advertisement 15%.

Third publication of the same advertisement 20%.

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

www.puutarhakauppa.fi



MARKKINAPAIKKA

Markkinapaikka-directory, price for a year

size	black&white	full colour
42 x 30	630 e	910 e
42 x 60	910 e	1 210 e
90 x 60	1 480 e	1 920 e

Markkinapaikka is published 12 times a year.

TECHNICAL DATA

Page size A4 (210mm x 297mm)

Printing area 185 x 265 mm

Number of columns 4, each 42 mm

Printing method offset

Material

**Preferably in pdf-form,
pictures 300 dpi,
embed all fonts.**

Circulation

2 265

(Audit bureau of circulations 2017)

Readers

6 568

Readers involved in decision-making

5 714

ADVERTISEMENTS & MATERIALS

Reservations and materials, please contact

Ms Milla Tolonen +358 9 7288 2121
pk.ilmoitukset@hortimedia.fi

Published by

Finnish Glasshouse Growers' Association
Frequency 20 issues per year

Editor-in-chief Jyrki Jalkanen
jyrki.jalkanen@hortimedia.fi

ISSN 1239-8691

CALENDAR 2020

P&k Calendar is published for the 12th time.

Price for one month

ad size	price
80 x 30	195 e
169 x 30	370 e
256 x 30	550 e

