

## Your gate to the 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	15.1.	4.1.	Plant protection for fruits and berries	Babyleafs			HML	MP	
2	29.1.	18.1.	Selling and customer service	Onions	P&k F	SKKL			
3	12.2.	1.2.	Greenhouse vegetables + plant protection	Pumpkins			HML	MP	
4	26.2.	15.2.	Education	Bulbflowers	P&k F	SKKL			
5	12.3.	1.3.	Plant protection for open field vegetables	Trees			HML	MP	
6	26.3.	15.3.	Garden retail business	Potplants	P&k F	SKKL			
7	16.4.	1.4.	New ways of business	Bell pepper			HML	MP	
8	30.4.	19.4.	Soil care	Cabbages	P&k F	SKKL			
9	21.5.	10.5.	Quality systems	Cucumber			HML	MP	
10	4.6.	24.5.	Organic production	Bedding plants	P&k F	SKKL			
11	18.6.	7.6.	Changing consumer	Tomato			HML	MP	
12	2.7.	21.6.	Flowers	Shrubs			HML	MP	
13	6.8.	26.7.	Lepaa exhibition guide	Strawberry			HML	MP	
14	3.9.	23.8.	Lepaa exhibiton 2021	Raspberry			HML	MP	+ exhibition + e-issue
15	24.9.	13.9.	Product losses and byproducts	Perennials	P&k F	SKKL			+1 500 marketing
16	8.10.	27.9.	Berries and fruits, Calendar 2022	Herbs			HML	MP	+1 000 new students
17	22.10.	1.10.	Landscaping and nurseries	Root vegetables	P&k F	SKKL			+3 200 calendar
18	12.11.	1.11.	Open field vegetables	Fruits			HML	MP	
19	26.11.	15.11.	Horticulture in the future	Christmas flowers	P&k F	SKKL			
20	17.12.	3.12.	Packaging	Lettuce			HML	MP	

## ADVERTISEMENT RATES

Prices are in euros and will be valid from 1.1.2021 until 31.12.2021

size	mm	price
2/1 spread	390 x 260	2 730
1/1	185 x 260	1 990
1/1 spread, horiz.	390 x 130	1 990
1/2 vertical	90 x 260	1 500
1/2 horizontal	185 x 130	1 500
1/3 vertical	90 x 170	1 150
1/3 horizontal	185 x 85	1 150
1/4 vertical	90 x 130	1 110
1/4 horizontal	185 x 65	1 110
1/8	90 x 65	700
1/8	185 x 33	700

87% of the readers take part in the buying decisions at their work

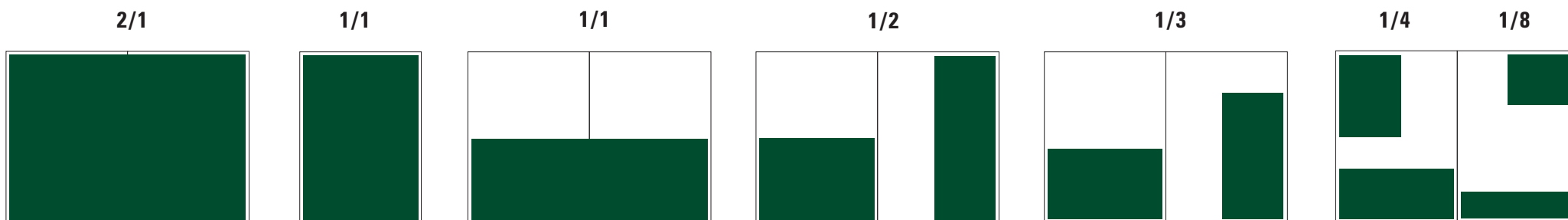
**CLASSIFIEDS** 42x20 mm 69 euros. Other sizes 3,60 euros/column mm.

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## ADVERTISEMENTS & MATERIALS

Reservations and materials, please contact  
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[www.puutarhakauppa.fi](http://www.puutarhakauppa.fi)



## MARKKINAPAIKKA

Markkinapaikka directory, price for a year

size	black&white	full colour
42 x 30	635 €	920 €
42 x 60	920 €	1 220 €
90 x 60	1 495 €	1 940 €

Markkinapaikka is published 12 times a year.

## CALENDAR 2022

The P&k Calendar 2022 is published in October.

Price for one month

ad size	price
80 x 30	199 €
169 x 30	375 €
256 x 30	555 €



## 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 format, pictures 300 dpi, embed all fonts.

Circulation (Audit bureau of circulations 2020)	2 442
Readers	7 080
Readers involved in decision-making	6 160

## PUBLISHER

**Published by**  
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