

**Puutarha&kauppa is the leading trade magazine and 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: flower and vegetable production both under glass and on the field, flower shops and floristry, garden centers, wholesalers and retailers, landscaping, nurseries, education and research.

## Your gate to the Finnish horticultural business

Issue number	Publishing day	Material deadline	Issue theme	Plant theme	P&k Florist Issue	Finnish Florists' Association	Finnish Fruit & Berry Growers' Association	Markkina-paikka directory	Extra circulation
1	12.1.	2.1.	Plant protection for fruits and berries	Root vegetables			HML	MP	
2	26.1.	15.1.	Growth medium	Bulb flowers	P&k F	SKKL			
3	9.2.	29.1.	Greenhouse vegetables + plant protection	Mushrooms			HML	MP	
4	23.2.	12.2.	Plant protection for open field vegetables	Lettuce	P&k F	SKKL			
5	8.3.	26.2.	Labour	Onions			HML	MP	
6	22.3.	11.3.	Garden retail business	Herbs	P&k F	SKKL			
7	12.4.	28.3.	Biodiversity	Strawberries			HML	MP	
8	26.4.	15.4.	Selling	Bedding plants	P&k F	SKKL			
9	17.5.	6.5.	Special products	Bushes			HML	MP	
10	31.5.	20.5.	Plants as passion	Pot plants	P&k F	SKKL			
11	14.6.	3.6.	Further processing	Cucumber			HML	MP	
12	5.7.	24.6.	Leadership	Cabbages			HML	MP	
13	9.8.	29.7.	Lepaa exhibition guide	Raspberries			HML	MP	+ 6 000 + e-issue
14	6.9.	26.8.	Lepaa exhibition 2024	Trees			HML	MP	+ e-issue
15	20.9.	9.9.	Responsibility	Cut flowers	P&k F	SKKL			+ 850 new students
16	11.10.	30.9.	Berries and fruits, Calendar 2025	Pear			HML	MP	+ 2 200 calendar
17	25.10.	14.10.	Landscaping	Christmas flowers	P&k F	SKKL			
18	8.11.	28.10.	Future	Apples			HML	MP	
19	22.11.	11.11.	Open field vegetables	Perennials	P&k F	SKKL			
20	13.12.	2.12.	Flower production	Tomato			HML	MP	

## ADVERTISEMENT RATES

Prices are in euros and will be valid from 1.1.2024 until 31.12.2024

size	mm	price
2/1 spread	390 x 260	2 900
1/1	185 x 260	2 120
1/1 spread, horiz.	390 x 130	2 120
1/2 vertical	90 x 260	1 590
1/2 horizontal	185 x 130	1 590
1/3 vertical	90 x 170	1 215
1/3 horizontal	185 x 85	1 215
1/4 vertical	90 x 130	1 175
1/4 horizontal	185 x 65	1 175
1/8	90 x 65	740
1/8	185 x 33	740

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

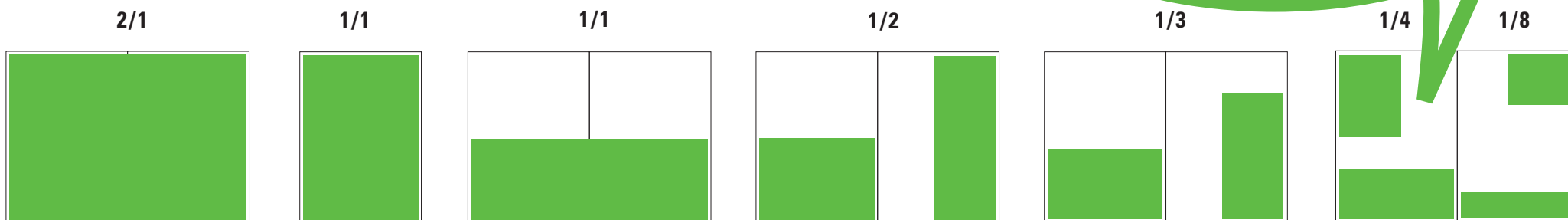
**CLASSIFIEDS** 42x20 mm 70 euros. Other sizes 3,70 euros/column mm.

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

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## ADVERTISEMENT & MATERIALS

Reservations and materials, please contact  
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## MARKKINAPAIKKA - MARKETPLACE

Markkinapaikka directory, price for a year

size	black&white	full colour
42 x 30	660 €	970 €
42 x 60	970 €	1 280 €
90 x 60	1 570 €	2 035 €

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 format, pictures 300 dpi, embed all fonts.

Circulation 2 320  
(Audit bureau of circulations 2022)  
Readers 6 730  
Readers involved in decision-making 5 855

## PUBLISHER

**Published by**  
Finnish Glasshouse Growers' Association  
[www.kauppapuutarhaliitto.fi](http://www.kauppapuutarhaliitto.fi) > In English  
Editor-in-chief Niina Kangas (on parental leave)  
Editorial coordinator Marianna Soini  
[marianna.soini@hortimedia.fi](mailto:marianna.soini@hortimedia.fi)

Frequency 20 issues per year

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## CALENDAR 2025

The P&k Calendar 2025 is published in October.

Price for one month advertisement

ad size	price
90 x 30	205 €
190 x 30	385 €
280 x 30	570 €



[www.puutarhakauppa.fi](http://www.puutarhakauppa.fi)