

Puutarha&kauppa is the leading trade magazine and advertising media for horticultural business in Finland. With Puutarha&kauppa's 18 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	17.1.	7.1.	Plant protection for fruits and berries	Lettuce			HML	MP	
2	7.2.	27.1.	Greenhouse vegetables + plant protection	Pot plants	P&k F	SKKL			
3	21.2.	10.2.	Plant protection for open field vegetables	Trees			HML	MP	
4	7.3.	24.2.	Sustainable farming	Bulb flowers	P&k F	SKKL			
5	21.3	10.3.	Packaging and branding	Carrots			HML	MP	
6	11.4	31.3.	Garden retail business	Apples	P&k F	SKKL	HML	MP	
7	2.5.	22.4.	Import-Export	Herbs			HML	MP	
8	23.5.	12.5.	Garden Experiences	Bedding plants	P&k F	SKKL			
9	13.6.	2.6.	Economics	Strawberries			HML	MP	
10	4.7.	23.6.	Flower production	Tomatoes	P&k F	SKKL			
11	8.8.	28.7.	Lepaa exhibition guide	Currants			HML	MP	
12	5.9.	25.8.	Lepaa exhibition 2025	Raspberries			HML	MP	
13	26.9.	15.9.	Expertise	Perennials			HML	MP	+ 4 000
14	10.10.	29.9.	Berries and fruits, Calendar 2025	Onions			HML	MP	
15	24.10.	13.10.	Landscaping	Mushrooms	P&k F	SKKL			+ 850 new
16	7.11.	27.10.	Energy	Cabbages			HML	MP	students
17	28.11.	17.11.	Open field vegetables	Cucumbers	P&k F	SKKL			+ 1 100 calendar
18	19.12.	8.12.	Business	Root vegetables			HML	MP	

ADVERTISEMENT RATES

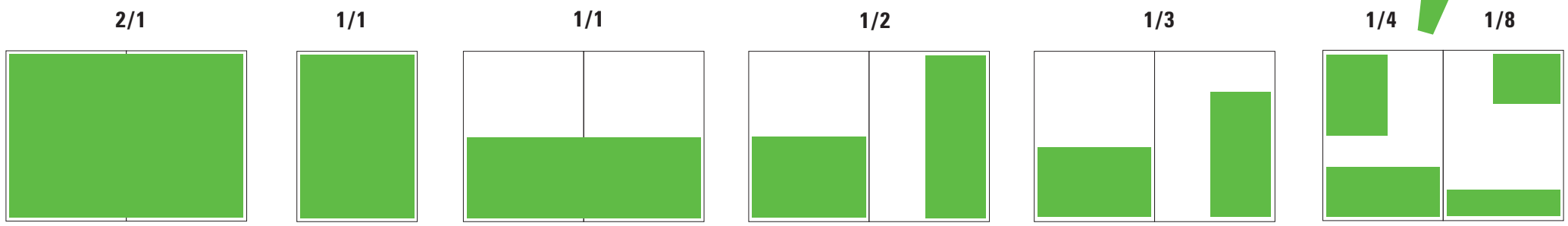
Prices are in euros and will be valid from 1.1.2025 until 31.12.2025

CLASSIFIEDS 42x20 mm 72 euros. Other sizes 3,70 euros/column mm.

size	mm	price
2/1 spread	390 x 260	2 960
1/1	185 x 260	2 160
1/1 spread, horiz.	390 x 130	2 160
1/2 vertical	90 x 260	1 620
1/2 horizontal	185 x 130	1 620
1/3 vertical	90 x 170	1 240
1/3 horizontal	185 x 85	1 240
1/4 vertical	90 x 130	1 200
1/4 horizontal	185 x 65	1 200
1/8	90 x 65	755
1/8	185 x 33	755

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

ADVERTISEMENTS & 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.

PUBLISHER

Published by Finnish Glasshouse Growers' Association
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 Editor-in-chief Niina Kangas
niina.kangas@kauppapuutarhaliitto.fi
 Frequency 18 issues per year 2025

CALENDAR 2026

The P&k Calendar 2026 is published in October.
 Price for one month advertisement

ad size	price
90 x 30	210 €
190 x 30	390 €
280 x 30	575 €



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