

# Puutarha & kauppa

PUUTARHA-ALAN UUTIS- JA AMMATTILEHTI

Published 18 times a year, Puutarha&kauppa is the leading voice of Finland's horticultural industry—connecting you directly with professionals across every sector. From greenhouse and open-field flower and vegetable growers to florists, garden centers, wholesalers, retailers, landscapers, nurseries, educators, and researchers, our readership spans the full ecosystem of green expertise.

## MEDIA CARD 2026

Issue	Publishing date	Material dl.	Theme	Plant theme	Distribution
1	16.1.	5.1.	Plant protection for fruits and berries	Herbs	HML MP
2	6.2.	26.1.	Greenhouse veg. + plant protect.	Trees&Shrubs	P&k Floristi
3	20.2.	9.2.	Plant protect. open field vegetables	Cucumbers	HML MP
4	13.3.	2.3.	Water	Bulb flowers	P&k Floristi
5	27.3.	16.3.	Garden retail business	Tomatos	HML MP
6	17.4.	2.4.	Well-being at work	Pot plants	P&k Floristi HML MP
7	8.5.	27.4.	Soil and substrate	Peppers	HML MP
8	29.5.	18.5.	Future professionals	Bedding plants	P&k Floristi
9	12.6.	1.6.	Labour	Cut flowers	HML MP
10	10.7.	29.6.	Research	Perennials	HML MP
11	7.8.	27.7.	Lepaa exhibition guide	Berries	HML MP + 4000 lisäjak. + digit.
12	4.9.	24.8.	Lepaa exhibition 2026	Onions	+ digital issue
13	25.9.	14.9.	Flowers	Fruits	HML MP + 800 new students
14	9.10.	28.9.	Open field vegetables	Nuts	P&k Floristi
15	23.10.	9.10.	Berries and fruits, Calendar 2027	Pumpkins	HML MP + 1100 calendar
16	6.11.	23.10.	Landscaping	Cabbages	P&k Floristi
17	27.11.	6.11.	Risk management	Root vegetables	HML MP
18	18.12.	7.12.	Sales and marketing	Lettuce	HML MP P&k Floristi

## Bookings must be made prior to the material deadline

P&k is the member magazine published:

18 times a year for the Finnish Glasshouse Growers' Association

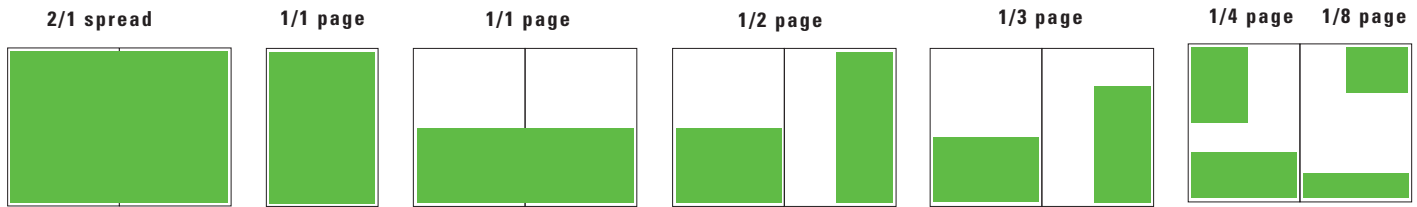
12 times a year for the Finnish Fruit and Berry Growers' Association (HML)

7 times a year as P&K Floristi for the Finnish Florists' Association

Markkinapaikka (MP), the marketplace directory, is published 12 times a year.

# ADVERTISEMENT RATES

Prices are in euros and will be valid from 1.1.2026 until 31.12.2026



SIZE	mm	PRICE
		euroa

2/1 spread	390 x 260	2 990
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1/1 page	185 x 260	2 180
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horizontal	390 x 130	2 180
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1/2 vertical	90 x 260	1 635
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horizontal	185 x 130	1 635
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1/3 vertical	90 x 170	1 250
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horizontal	185 x 85	1 250
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1/4 vertical	90 x 130	1 210
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horizontal	185 x 65	1 210
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1/8 horizontal	90 x 65	760
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horizontal	185 x 33	760
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## CLASSIFIED

42 x 20 mm 75 euro, price includes VAT.

Other sizes 3,70 euro/column inch + alv.

## BANNER TO NEWSLETTER

320 euro/newsletter when advertising in P&k magazine with 1/2 page advertisement

The newsletter is published on the same day as the print edition

## TECHNICAL DATA

Page size:	A4 (210mm x 297mm)
Printing area:	185 x 265 mm
Bleed:	3 mm
Number of columns:	4, each 42 mm
Raster frequency:	70
Material:	Preferably in PDF format, pictures 300 dpi, CMYK, no spot-colors, embed all fonts
Printing method	offset
Printing house:	PunaMusta Oy, Printed in Finland
ISSN 1239-8691	

## CANCELLATIONS

Cancellations must be submitted in writing to the advertising sales department no later than the material deadline. Cancellations made after this date will be charged 50% of the advertisement price

## COMPLAINTS

Complaints must be submitted in writing within 7 days of the publication date. The newspaper's liability for errors or omissions is limited to the cost of the advertisement. The customer is responsible for the accuracy of the materials provided. The newspaper reserves the right to decline publication of any advertisement. The content of the advertisement must comply with applicable laws, good practice, and commercial code of conduct

## CIRCULATION

Circulation auditing 2024	2 038
Average circulation 2024	2 300
Readers	6 114

## ADVERTISEMENTS & MATERIALS

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## PUBLISHER

Finnish Glasshouse Growers' Association

[www.kauppapuutarhaliitto.fi](http://www.kauppapuutarhaliitto.fi) > In English

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**42 x 30 mm**

Billing takes place in January or as agreed.

*"Engaging ads in Puutarha&kauppa inspire action – 49% of readers seek more information, and 33% consider purchasing the product or service.."*

ADAM-RESEARCH, JHELSKE RESEARCH, AUG-OCT 2024

# GARDEN CALENDAR

## 2026–2027

P&K Garden Calendar will be published for the 19th time on October 2026.  
The calendar starts in November 2026 and runs through the end of 2027.  
Book your ad space early — the material deadline is the 9th of October, 2026.  
Contact: Milla Tolonen, tel. +358 45 7733 2659

Ad sizes and rates for one calendar month

size	price
90 x 30	215 €
190 x 30	399 €
280 x 30	590 €

