

Puuviesti

MEDIA GUIDE 2024

PUUVIESTI is a subscription-based, wood industry journal, that has been published already 30 years. The journal Published by Pro Puu Associati-on strongly promotes the wood industry being the only Finnish B2B journal within the field.

SCHEDULE 2024

nr. 1 - Wood industry and education

Education, surface finishing, machinery and investments.

nr. 2 - Forest and sawmills

Forest, domestic wood, sawmills and blades.

nr. 3 - Summer Issue

Wood procurement, automation and wood construction.

nr. 4 - Furniture manufacturing

Subcontracting, fixed furniture and wood products.

nr. 5 - Interior design

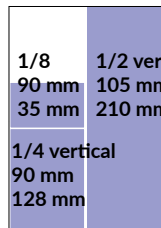
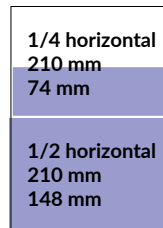
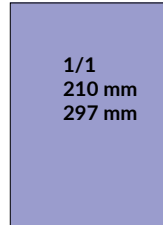
Habitare, Finnish furniture and innovations

nr. 6 - The year-end issue

Wood products, wood design and architecture.

AD SIZES

Bleed if necessary: 5 mm.



AD PRICES (VAT 0 %) *

Size	Width	Height	Price
2-page spread	420 mm	297 mm	2500 €
Back Cover	210 mm	260 mm	2000 €
Inner Cover	210 mm	297 mm	1600 €
1/1	210 mm	297 mm	1500 €
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1/2 horizont.	90 mm	262 mm	1000 €
1/4 horizont.	185 mm	60 mm	700 €
1/4 vertical	90 mm	128 mm	700 €
1/8	90 mm	35 mm	350 €

*Price when material is delivered print-ready. If necessary, lay-out can be made by Puuviesti. Inquire about the current price from our advertisement sales or at info@puuviesti.fi

Issue	Delivery of material	Publ.
1.	29.1.	week 7
2.	22.3.	week 15
3.	20.5.	week 23
4.	12.8.	week 35
5.	30.9.	week 42
6.	18.11.	week 49

ONLINE INTRODUCTION FOR BUSINESSES 400 €

Includes introduction of your company on the front page of puuviesti.fi plus an additional post on the Puuviesti's social media platforms on preferred date. Post will be posted once using the material prepared by company itself.

Website panorama 1280 x 520 px
Social media 1:1 image 1080 x 1080 px
Text max 200 words + a shorter prompt for social media.

IMAGE SIZES FOR DISPLAYS

Images that vary from guidelines will be cropped by the editor.

1:1 1080 px 1080 px	Panorama 1280 px 520 px
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Materials

aineistot@puuviesti.fi
Journal size: 210 mm x 297 mm
Print area: 185 mm x 262 mm

Circulation

Print run 600 pcs
Exhibition Issues 1000 pcs

Subscriptions and distribution

Wood industry, timber construction, window and door manufacturers, architects, interior architects, designers, decision-makers, stakeholders and schools.

Additional addressed distribution by theme:

- Members of Puuseppämestariit assoc.
- Woodworking schools in Finland
- Furniture makers
- Developers

Printed by

Lehtisepät Oy
Ilmarisentie 9, PL 80
15101 Lahti, Finland

Material requirements

print-ready PDF, CMYK
Resolution 300dpi, bleed 5mm

Reclamations

Comments must be submitted in writing within 2 weeks after the publication of the magazine.

Prices 2022

Finland 41 € /year,
Students in Finland 22€ / year
Europe 53 € /year
Other countries 60€ /year

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