

### 1. CONTACT INFORMATION

**Publisher:** Puumiesten Liitto ry,  
(The Association of Finnish Wood  
Industry Technicians and Engineers)  
ID 0291357-5

**Address:** Keskustie 20 D,  
FIN-40100 Jyväskylä, Finland

**Telephone:** +358 14 215 636

**Fax:** +358 14 215 652

**Email:** toimisto@puumies.fi

**Website:** www.puumies.fi

**Editor-in-Chief:** Mrs. Hanna Luoma

### 2. ADVERTISEMENT SALES AND MATERIALS

**Advertisement sales:** Mr. Petri Puttonen,  
petri.puttonen@puumies.fi

**Address:** Keskustie 20 D,  
FIN-40100 Jyväskylä, Finland

**Telephone:** +358 14 215 653, +358 40 163 3563

**Materials:** petri.puttonen@puumies.fi

### 3. CIRCULATION

**Print:** 3 200

### 4. TECHNICAL DATA

**Page size:** A4 210 x 297 mm

**Printing area:** 184 x 270 mm

**Number of columns:** 4

**Column width:** 43 mm

**Printing process:** Offset, screen ruling 60 lines/300 dpi

**Printing house:** Keski-Suomen Painotuote Oy

**Address:** Teollisuuskatu 7, 44150 Äänekoski, Finland

**Telephone:** +358 14 518 1400

**Contact person:** Tommi Kinnunen

**Email:** tommi.kinnunen@kspaino.fi

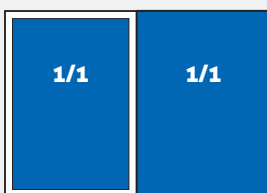
### 5. ADVERTISING RATES

Prices €

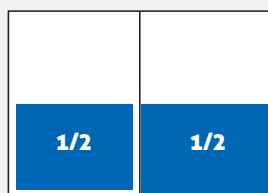
	bw	2-colour	4-colour
1/1 page	1550	1800	2500
1/2 page	1050	1300	1850
1/4 spread	1050	1300	1850
1/4 page	680	850	1350
1/8 page	380	490	600
1/16 page	160	250	350
Minimum size	70		
Cover			2600

VAT will not be added (the publisher is a non-profit organisation)

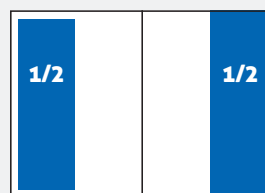
### 6. ADVERTISEMENT SIZES



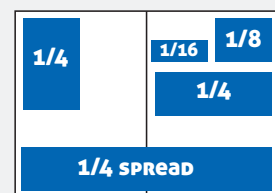
**1/1 page**      **With bleeds**  
184 x 270 mm      210 x 297 mm  
+ 5 mm bleeds



**1/2 page**      **With bleeds**  
**HORIZONTAL**      210 x 148 mm  
184 x 135 mm      + 5 mm bleeds



**1/2 page**      **With bleeds**  
**VERTICAL**      103 x 297 mm  
90 x 270 mm      + 5 mm bleeds



**1/4 page**      **1/8 page**  
90 x 135 mm (vertical)      90 x 68 mm  
184 x 68 mm (horizontal)      **1/4 page**  
**1/4 spread**      **1/16 page**  
394 x 68 mm (horizontal)      90 x 34 mm

**Front cover:** the name border takes 50 mm at the top of the page. **Back cover:** address markings take 30 mm at the top.

### 7. MATERIAL REQUIREMENTS

Advertisements must be delivered as high resolution press-ready PDF or EPS files (image resolution 300 dpi, CMYK color only).

Delivery by email: petri.puttonen@puumies.fi or by mail:  
Puumiesten Liitto ry, Keskustie 20 D, FIN-40100 Jyväskylä.

We also offer additional design services. Advertisements designed at the editorial office must include text drafts, logos, digital images etc.

#### Publisher responsibilities:

The editor-in-chief is responsible for the advertisements. The publisher reserves the right to refuse publishing of advertisements. The publisher is not responsible for the content of the advertisements.

#### Customer responsibilities:

The customer is responsible for the advertisement not being in violation of laws, copyright regulations or public morality. The advertiser and/or advertising agency is liable for all contents of advertising and any claims against the publisher as the result of the advertisement.

### 8. DISCOUNTS AND PAYMENT TERMS

Frequency discounts and agency commissions by agreement.  
Payment terms: 14 days net.

### 9. BANK ACCOUNT

Receiver: Puumiesten Liitto ry      Bank: Nordea, Jyväskylä  
IBAN: FI86 1581 3000 0144 97      SWIFT/BIC: NDEAFIHH

### 10. ISSUE SCHEDULE 2018

no.	published	material	theme pages *
1/2018	01.02.	11.01.	Sawmill industry, Education
2/2018	01.03.	08.02.	Logistics, Wood products industry
3/2018	06.04.	16.03.	Development / Innovation / Research, Joinery industry
4/2018	11.05.	20.04.	Further processing, Maintenance
5/2018	14.06.	24.05.	Building with wood, Wooden house industry
6/2018	27.08.	06.08.	Forestry
7/2018	27.09.	06.09.	Sawmill industry, Logistics
8/2018	22.10.	01.10.	Joinery industry
9/2018	22.11.	01.11.	Building with wood
10/2018	20.12.	29.11.	Wood products industry

\* Every issue of Puumies covers the entire wood industry (sawmill and wood panel industry, further processing, furniture and joinery industry, building with wood, forestry and bioenergy). On special theme pages different topics are being focused on more extensively.

## 11. CANCELLATION

Cancellation deadline: 3 weeks prior to publication date.

## 12. ERRORS AND CLAIMS

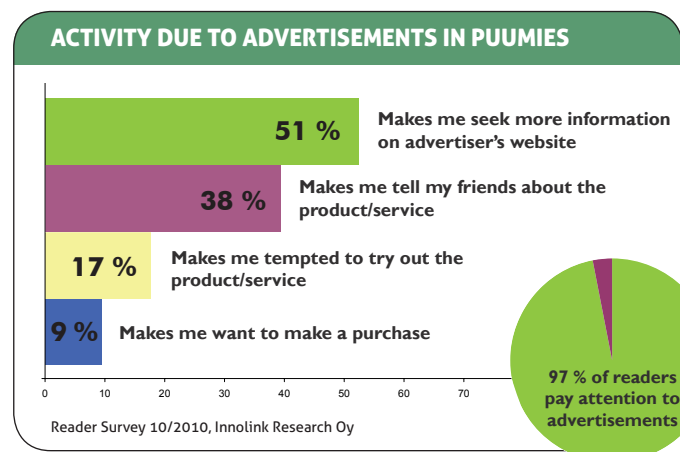
Claims regarding advertisements should be made within 14 days of publication or the scheduled date of the advertisement.

Puumies strives to publish all accepted advertisements on the dates agreed. If an advertisement cannot be published due to productional or other operational reasons (e.g. strike) or for reasons due to the advertiser, Puumies is not liable for any damages the advertiser may be caused.

Puumies is not responsible for errors in advertisements due to incorrect material, indistinct handwriting or language or translation errors if the text is translated for free by the publisher. In the event of an error or omission of the advertisement the publisher's liability shall in all cases be limited to repaying any amount received for the advertisement.

## 13. ATTENTION VALUE OF ADS IN PUUMIES

According to Reader Survey\*, the advertisements in Puumies are well noticed and have direct effects on the readers.



# PUUMIES – THE LEADING PROFESSIONAL JOURNAL FOR FINNISH WOOD PRODUCTS INDUSTRY SINCE 1955

Puumies is the leading and highly respected journal for wood industry professionals in Finland.

The journal appears 10 times a year, presenting the latest news on technology, trade, products, companies and people in wood products industry.

Puumies is the only woodworking journal in Finland to have all the important organisations and associations as partners:

- Finnish Forest Industries Federation
- Finnish Sawmills Association
- Finnish Wood Preserving Association
- Puuinfo Ltd
- Finnish Woodproducts Industries
- Furniture and Joinery Industries
- Finnish Timber and Builders' Merchants Association
- Finnish Woodworking Engineers Association
- The Association of Finnish Sawmillmen

Puumies was established in 1955.

Subscription price 2018: in Finland 60 €, abroad 65 €.

## THE CONTENT COVERS THE ENTIRE INDUSTRY – FROM FORESTRY TO END USER MARKETS

The coverage of Puumies ranges from forestry and bioenergy, through sawmill and further processing industry to furniture and joinery industry, timber and building trade and wood construction.

We also present the latest news on research and development, logistics, education, culture etc. All the articles are written by experts.

## EVERY ISSUE REACHES AT LEAST 6 500 READERS

According to Reader Survey\* every issue of Puumies reaches at least 6 500 readers. The circulation is based on paid subscriptions and membership. In addition to normal circulation, Puumies is distributed at various events.

The readers of Puumies are decision makers and professionals working in sawmill, plywood, wood construction, furniture and joinery industries, forestry and timber trade. The readers are entrepreneurs, managers, directors, specialists, teachers, designers, researchers and sales and marketing people.

\*Reader Survey 10/2010, Innolink Research Oy, N = 265

