

**1. CONTACT INFORMATION**

Publisher: Puumiehet ry,  
 (The Association of Finnish  
 Timberprofessionals)  
 ID 0291357-5  
 Address: Keskustie 20 D,  
 FI-40100 Jyväskylä, Finland  
 Telephone: +358 40 163 3011  
 Email: toimisto@puumies.fi  
 Website: www.puumies.fi, www.puumieslehti.fi  
 Editor-in-Chief: Mrs. Hanna Luoma

**2. ADVERTISEMENT SALES AND MATERIALS**

Advertisement sales: Mr. Petri Puttonen  
 Address: Keskustie 20 D,  
 FIN-40100 Jyväskylä, Finland  
 Telephone: +358 40 163 3563  
 E-mail: petri.puttonen@puumies.fi  
 Materials: petri.puttonen@puumies.fi  
 Website: www.puumies.fi, www.puumieslehti.fi

**3. CIRCULATION**

Print: 2 900

**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: Keuruun Laatumaino KLP Oy  
 Address: Otavantie 11, 42700 Keuruu, Finland  
 Telephone: +358 20 719 9920  
 Contact person: Antti Puoliväli, + 358 50 525 5700  
 Email: myynti@keuruunlaatumaino.com


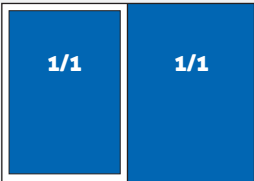
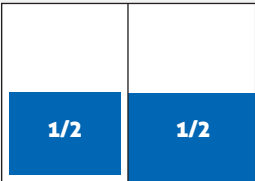
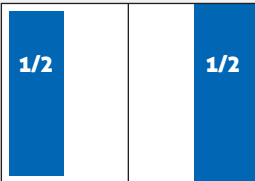
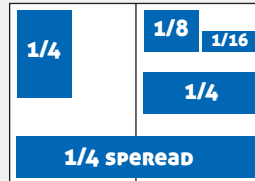
**5. ADVERTISING RATES**

Prices €

	bw	2-colour	4-colour
2/1 spread	2480	2880	4000
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
Cover			2600

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

**6. ADVERTISEMENT SIZES**

				
<b>2/1 spread</b> With bleeds 394 x 270 mm 420 x 297 mm + 3 mm bleeds	<b>1/1 page</b> With bleeds 184 x 270 mm 210 x 297 mm + 3 mm bleeds	<b>1/2 page horizontal</b> With bleeds 184 x 135 mm 210 x 148 mm + 3 mm bleeds	<b>1/2 page vertical</b> With bleeds 90 x 270 mm 103 x 297 mm + 3 mm bleeds	<b>1/4 page</b> 90 x 135 mm (vertic.) 184 x 68 mm (horiz.) <b>1/4 spread</b> 394 x 68 mm (horiz.) <b>1/8 page</b> 90 x 68 mm <b>1/16 page</b> 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: Puumiehet ry, Keskustie 20 D, FI-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: Puumiehet ry Bank: Nordea, Jyväskylä  
 IBAN: FI86 1581 3000 0144 97 SWIFT/BIC: NDEAFIHH

**10. ISSUE SCHEDULE**

no.	published	material	theme pages *
1/2022	03.02.	19.01.	Sawmill industry, Education
2/2022	03.03.	16.02.	Further processing
3/2022	06.04.	22.03.	Logistics, Environmental impact
4/2022	11.05.	26.04.	Joinery industry
5/2022	15.06.	31.05.	Wooden house industry, Trä&Teknik preview
6/2022	31.08.	15.08.	Forestry, FinnMetko
7/2022	28.09.	13.09.	Sawmill industry
8/2022	26.10.	11.10.	Wood products industry
9/2022	23.11.	08.11.	Building with wood
10/2022	21.12.	06.12.	Christmas issue

\* 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

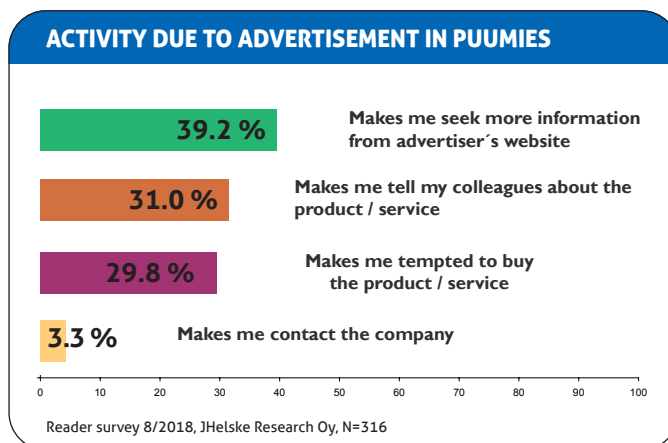
Claims regarding advertisements should be made within 14 days of publication or the scheduled date of the advertisement.

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 2022: in Finland 75 €, abroad 105 €.

## 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.

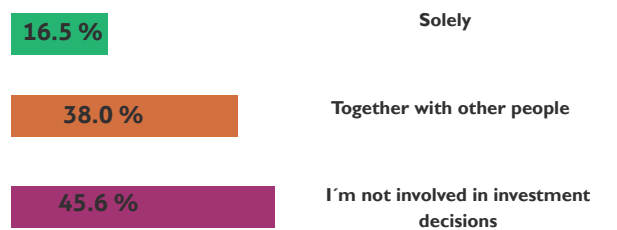
## PUUMIES REACHES DECISION MAKERS FROM WOOD INDUSTRY

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.

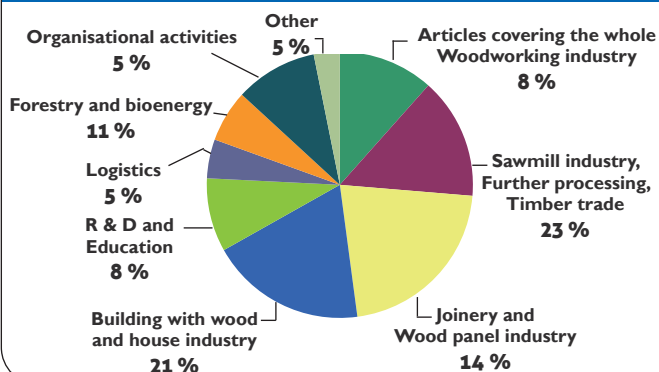


## READER'S PARTICIPATION IN INVESTMENTS DECISIONS

I'm making investment decisions in my company:



## THE COVERAGE OF PUUMIES IN 2020



## PUUMIES-MAGAZINE IS IMPORTANT INFORMATION SOURCE

How important is Puumies to you as an information source?

