PUUMIES

PROFESSIONAL JOURNAL FOR WOOD PRODUCTS INDUSTRY

MEDIA INFORMATION 2027

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: 2 700

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

5. ADVERTISING RATES

Prices €

	bw	2-colour	4-colour
2/1 spread	2600	3025	4200
1/1 page	1625	1890	2625
1/2 page	1100	1365	1945
1/4 spread	1100	1365	1945
1/4 page	715	890	1420
1/8 page	400	515	630
1/16 page	170	265	365
Cover			2625

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

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

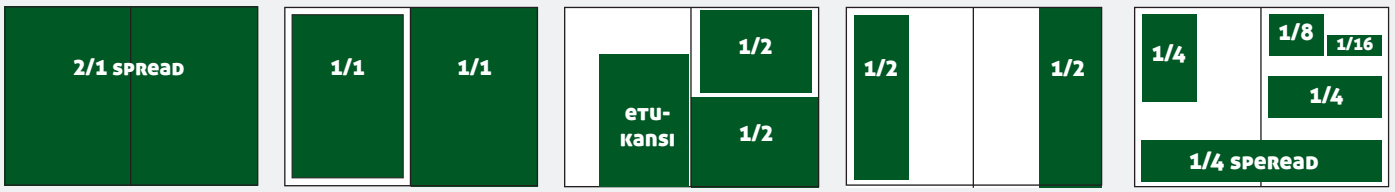
Receiver: Puumiehet ry Bank: Nordea, Jyväskylä
IBAN: FI86 1581 3000 0144 97 SWIFT/BIC: NDEAFIHH

10. ISSUE SCHEDULE

no.	published	material	theme pages *
1/2027	01.02.	18.01.	Sawmill industry, Education
2/2027	05.03.	19.02.	Further Processing
3/2027	07.04.	24.03.	Logistics, Forestry
4/2027	05.05.	21.04.	Ligna & Interzum, Wood products industry
5/2027	18.06.	04.06.	Wooden house industry, Building with wood
6/2027	27.08.	08.08.	Official exhibition journal of Wood fair in Jyväskylä
7/2027	24.09.	10.09.	Sawmill industry
8/2027	20.10.	06.10.	Wood products industry
9/2027	22.11.	08.11.	Joinery industry
10/2027	20.12.	03.12.	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 beeing focused on more extensively.**

6. ADVERTISEMENT SIZES



2/1 spread
394 x 270 mm
With bleeds
420 x 297 mm
+ 5 mm bleeds

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

front cover
152 x 234 mm
+ 5 mm bleeds

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

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

1/4 page
90 x 135 mm (vertic.)
184 x 68 mm (horiz.)

1/4 spread
394 x 68 mm (horiz.)

1/8 page
90 x 68 mm

1/16 page
90 x 34 mm

Back cover: address markings take 30 mm at the top.

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.

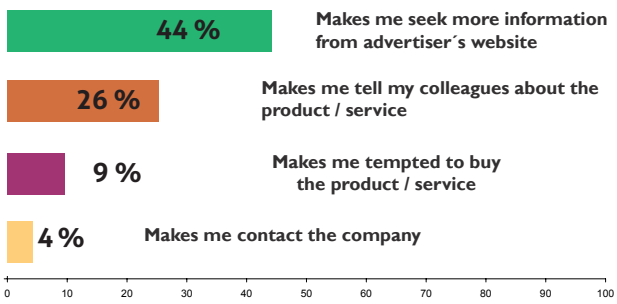
Puumies strives to publish all accepted advertisements on the dates agreed. If an advertisement cannot be published due to productional or other operational reasons (e.g. strike) or for reasons due to the advertiser, Puumies is not liable for any damages the advertiser may be caused.

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.

ACTIVITY DUE TO ADVERTISEMENT IN PUUMIES



Reader survey 8/2024, JHelske Research Oy, N=398

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 Preservating 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 2027: in Finland 95 €, abroad 140 €. Digital version of Puumies is also available.

PUUMIES REACHES DECISION MAKERS FROM WOOD INDUSTRY

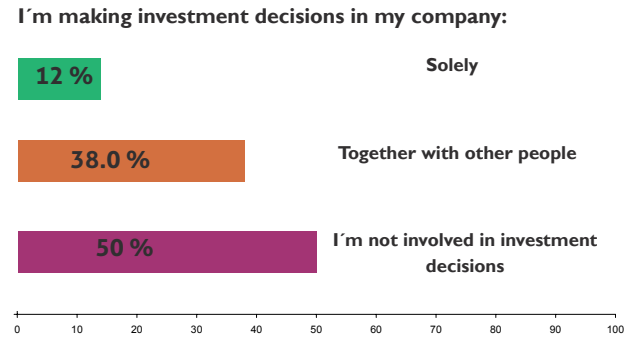
The readers of Puumies are decision makers and professionals working in sawmill, plywood, wood construction, furniture and joinery industries, forestry and timber trade. The readers are entrepreneurs, managers, directors, specialists, teachers, designers, researchers and sales and marketing people.

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.

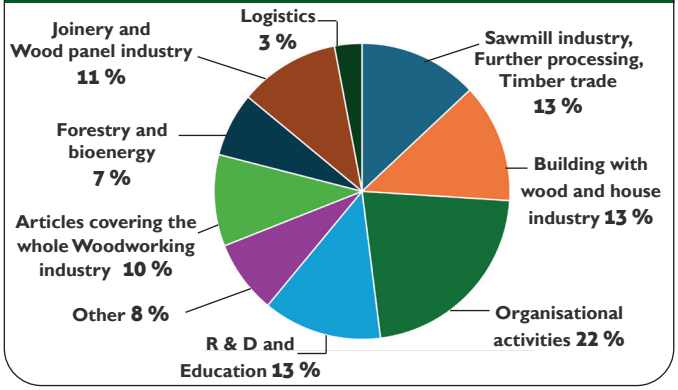
We also present the latest news on research and development, logistics, education, culture etc. All the articles are written by experts.

READER´S PARTICIPATION IN INVESTMENTS DECISIONS

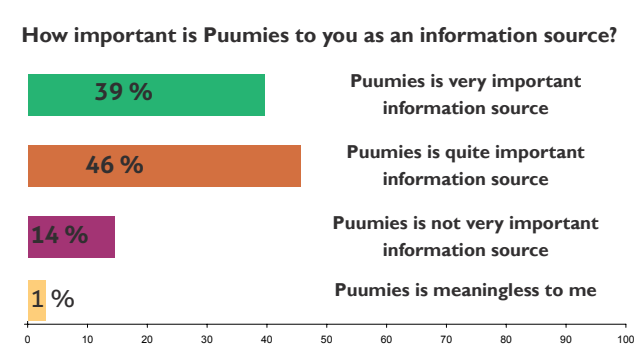


Reader survey 8/2024, JHelske Research Oy

THE COVERAGE OF PUUMIES IN 2025



PUUMIES-MAGAZINE IS IMPORTANT INFORMATION SOURCE



Reader survey 8/2024, JHelske Research Oy