

MEDIA CARD 2012

UUSIOUITSET • Finnish Recycling News
www.uusiouutiset.fi

*Professional magazine of
recovery and recycling*

*Most important source of information
on waste management in Finland*



UUSIOUITSET FINNISH RECYCLING NEWS

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TECHNICAL REQUIREMENTS FOR ADVERTISEMENTS

Ready-to-print, PDF format

ADVERTISEMENTS

TO BE SENT TO:

ilmoitukset@uusiouutiset.fi

EDITION

1,100 copies
Special issues 1,200–2,100 copies

Appr. 6,000 readers/issue for
the printed and the electronic
versions.

SALES

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BACKGROUND AND READERS

Published since 1989, Finnish Recycling News is the first professional magazine in Finland dedicated to waste management, recycling and recovery. It is published by independent publishing house Suomen Ammattimedia SUOMA, which is owned by Kempulssi Ltd.

The readers represent a wide, extensive variety of Finnish specialists and professionals in waste management and recycling business. Each issue is read by some 4,500–6,000 people. 91 per cent of the readers are involved in purchasing.

CONTENTS

By means of Finnish Recycling News, the readers get a reliable, up-to-date picture of what is going on in the field of waste management and recycling and what the future perspectives look like.

The theme issues of Finnish Recycling News focus on energy recovery, landfills and spoiled land, bio-waste, packaging waste, construction, industrial and municipal waste, waste logistics, material efficiency and other current themes.

Moreover, Finnish Recycling News offers first hand information on professionals' viewpoints, legal developments and events both in Finland and abroad.

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ADVERTISEMENT RATES, €

	4-Colour	Size
2/1 page (open place):	3,800	
1/1 back cover:	2,500	210 x 275 mm + bleed 3 mm
1/1 page:	2,300	185 x 266 mm or 210 x 297 mm + bleed 3 mm
1/2 page:	1,500	185 x 130 or 90 x 266 mm
1/3 page:	1,300	185 x 85 or 60 x 266 mm
1/4 page:	1,100	185 x 60 or 90 x 130 mm
1/6 page:	850	90 x 85 or 60 x 130 mm
1/8 page:	650	90 x 60 or 185 x 33 mm

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- 10-12-page: €2,700

SUBSCRIPTION PRICES

- One year, continuous €79
- One year, fixed period €89
- Single copy €10

Prices include 9% VAT

TECHNICAL INFORMATION:

Page size: A4, 210 x 297 mm
 Column/parcel height: 266 mm
 Column/parcel widths:
 1 parcel: 43 mm
 2 p: 90 mm
 3 p: 139 mm
 4 p: 185 mm
 - other sizes by agreement
 Raster density: 54 lines/ cm²

PRINTING HOUSE:

Forssa Print
 Printing method: Offset
 8 issues per year

THEMES AND DATES:

Issue	Published	Deadline	Theme
1/2012	30.1.	12.1.	Waste-to-energy, industrial waste, ash and sludge. Case: Eastern Finland.
2/2012	23.2.	8.2.	Waste logistics, recycling, ecodesign, construction waste and private sector waste, environmental education.
3/2012	11.4.	21.3.	Biowaste, bioenergy, plastics, private sector and farm waste.
4/2012	15.5.	25.4.	Municipal waste, waste logistics. Special distribution at the seminar of Finnish Solid Waste Association.
5/2012	14.6.	28.5.	Producer responsibility, WEEE, scrap, batteries, end-of-life vehicles, hazardous waste, material efficiency.
6/2012	3.9.	15.8.	Producer responsibility, packaging waste, fibres and plastics, glass, wood, private sector waste. Special distribution at easyFairs Packaging.
7/2012	4.10.	12.9.	Waste streams, scrap, reuse, waste logistics. Special distribution at the Trade Fair for Environment and Municipal Engineering.
8/2012	5.12.	16.11.	Consulting, ecodesign, waste prevention, ecomining, landfills and spoiled land. Case: Tampere and Hämeenlinna region.

ELECTRONIC NEWSLETTER

Ask for an offer, if you wish to advertize in the electronic newsletter of Finnish Recycling News. The newsletter *Verkkoviesti* is published approximately once in a fortnight and received by the readers by email.

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 Account: 142630-112407

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Interest on overdue
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RECLAMATIONS

In writing within 14 days after the
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 News assumes no responsibility for
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