

# PAKKAUS

PAKKAUSALAN AMMATTILEHTI  
THE FINNISH PACKAGING MAGAZINE



## RATE CARD 2023

### RESERVATIONS

Issue	Reservations	Materials	Mailing date	Themes
1	Dec 29 <sup>th</sup> 2022	Jan 3 <sup>th</sup>	Jan 25 <sup>th</sup>	Packaging directory special issue
2	Feb 14 <sup>th</sup>	Feb 21 <sup>nd</sup>	Mar 14 <sup>th</sup>	Packaging and environment
3	Apr 4 <sup>th</sup>	Apr 11 <sup>th</sup>	May 2 <sup>rd</sup>	Research and development
4	May 16 <sup>th</sup>	May 23 <sup>th</sup>	Jun 13 <sup>th</sup>	Retail and e-commerce
5	Jul 25 <sup>th</sup>	Aug 1 <sup>nd</sup>	Aug 22 <sup>rd</sup>	Food and drink packaging
6	Sep 19 <sup>th</sup>	Sep 26 <sup>th</sup>	Oct 17 <sup>th</sup>	Machinery, equipment and logistics; PackSummit edition
7	Nov 7 <sup>th</sup>	Nov 21 <sup>th</sup>	Dec 12 <sup>th</sup>	Gifts

### EVENTS

May 4 <sup>th</sup> –10 <sup>th</sup>	Interpack
Nov 14 <sup>th</sup>	PackSummit 2022, Tampere, Finland

Ask an offer for digital+printed ads from our advertisement sales team!

### ADVERTISING RATE

Size	4-colours (Euro)	Print area (mm)	INSERTS	
2/1	3 860	420 x 297 + 3 mm	Size	Rate (Euro)
1/1	2 360	210 x 297 + 3 mm	2 x 1	1 880
1/2 horizontal	1 610	210 x 145 + 3 mm	4 x 1	2 430
1/2 vertical	1 610	102 x 297 + 3 mm	8 x 1	2 980
1/3 horizontal	1 360	210 x 95 + 3 mm	12 x 1	4 360
1/3 vertical	1 360	57 x 255 + 3 mm		
1/4 horizontal	1 110	210 x 72 + 3 mm		
1/4 vertical	1 110	102 x 145 + 3 mm		

Covers		
2 <sup>nd</sup> and 3 <sup>rd</sup> cover	2 580	210 x 297 + 3 mm
Back cover	2 690	210 x 265 + 3 mm
Half cover	3 000	210 x 297 + 3 mm

Prices are valid only with ready-to-print material.

### CONTACT INFO

Publisher of Pakkaus magazine:  
Finnish Packaging Association  
Rautatieläisenkatu 6, 00520 Helsinki  
info@pakkaus.com  
www.pakkaus.com

Member of Finnish Periodical Publishers' Association.

Editor-in-chief:  
Antro Säilä  
+358 40 589 1891  
antro.saila@pakkaus.com

Editorial staff:  
Managing editor Johanna Nikunen  
+358 50 314 3562  
johanna.nikunen@pakkaus.com

Editor & AD:  
Terhi Varonen  
+358 45 853 0679  
terhi.varonen@pakkaus.com

Materials (PDF, 300 dpi, CMYK):  
ilmoitukset@pakkaus.com

Orders:  
tilaukset@pakkaus.com

Subscription rates:  
In Finland 140 € / year + VAT 10 %  
Other countries 200 € / year  
Educational institutes -50 %

Technical information:  
Copies: 2000 kpl  
Page size: A4  
Binding: stitched

### ADVERTISEMENT SALES

Saarsalo Oy

Santeri Selin  
+358 44 238 0511  
santeri.selin@saarsalo.fi

Roni Hurskainen  
+358 44 752 0320  
roni.hurskainen@saarsalo.fi



# www.Packnews.fi

The Nordic hub for packaging news



## ADVERTISEMENT BANNERS ON NEWS SITE

1230 x 160 px  
900 €/kk – Max. 100 kB



	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p>		
	<p>670 x 150 px 700 €/kk – Max. 65 kB</p>	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p>	<p>300 x 430 px 500 €/kk – Max. 70 kB</p>
	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p>		
	<p>300 x 330 px 400 €/kk – Max. 55 kB</p>	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p>	
	<p>300 x 230 px 300 €/kk – Max. 40 kB</p>	<p>300 x 230 px 300 €/kk – Max. 40 kB</p>	
	<p>300 x 130 px 200 €/kk – Max. 20 kB</p>	<p>300 x 130 px 200 €/kk – Max. 20 kB</p>	

## BANNER IN NEWSLETTER



Lorem ipsum dolor sit amet



Placeholder for advertisement banner in newsletter.

670 x 130 px  
800 €/kk – Max. 65 kB

Placeholder for advertisement banner in newsletter.

325 x 130 px  
700 €/kk – Max. 40 kB

Placeholder for advertisement banner in newsletter.

215 x 130 px  
600 €/kk – Max. 20 kB

Placeholder for advertisement banner in newsletter.

### CONTACT INFO

Editor of Packnews.fi news site:  
Finnish Packaging Association  
Rautatietäisenkatu 6  
00520 Helsinki  
info@pakkaus.com  
www.pakkaus.com

Materials:  
ilmoitukset@pakkaus.com

Editorial staff:  
Managing editor Johanna Nikunen  
+358 50 314 3562  
johanna.nikunen@pakkaus.com

Editor:  
Aino Laine  
+358 40 548 3740  
aino.laine@pakkaus.com

### ADVERTISEMENT SALES

Saarsalo Oy

Santeri Selin  
+358 44 238 0511  
santeri.selin@saarsalo.fi

Roni Hurskainen  
+358 44 752 0320  
roni.hurskainen@saarsalo.fi

